



TRADE NEWS

A SERVICE OF



June 1, 1956

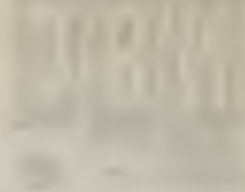
"ROBERT MONTGOMERY PRESENTS" SUMMER STOCK ON NBC-TV FOR FIFTH YEAR;
FULL-HOUR MONDAY DRAMAS SPONSORED BY JOHNSON'S WAX AND SCHICK

Robert Montgomery will offer a Summer stock company for the fifth consecutive year in eight teleplays on NBC-TV. The series, beginning Monday, July 2, will continue through Monday, Sept. 3 (9:30-10:30 p.m., EDT). The time-spots of Aug. 13 and 20 will be pre-empted by the Democratic and Republican National Conventions, respectively.

The teleplays will be seen on ROBERT MONTGOMERY PRESENTS THE JOHNSON'S WAX SUMMER PROGRAM and ROBERT MONTGOMERY PRESENTS THE SCHICK SUMMER THEATRE. (The programs will not be alternating, the possibility being that one program will present more teleplays than the other.)

Six players comprise the Summer stock company: Charles Drake, leading man; Mary K. Wells, leading lady; Elizabeth Montgomery, ingenue; Jan Miner, character woman; John Gibson, character man, and Tom Middleton, juvenile. In the truest tradition of the theatrical stock company they will be seen in various roles during the season. Supporting actors will be signed as they are needed.

(more)



Page 1

THE UNIVERSITY OF CHICAGO PRESS
54 EAST 57TH STREET, NEW YORK 22, N.Y.

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THE UNIVERSITY OF CHICAGO PRESS
54 EAST 57TH STREET, NEW YORK 22, N.Y.

Drake was a member of the 1955 stock company that registered so well with audiences that, in August, the program became one of the top ten TV shows on the air, according to the Nielsen survey.

The teleplays scheduled are generally in a lighter vein than those seen during the regular season. The curtain-raiser on July 2 will be "Longing For to Go," a drama with a television background. It will be followed on July 9 by "Dream No More," a psychological melodrama; on July 16 by "Matter of Conscience," a story of unjustified suspicion between husband and wife; on July 23 by "Welcome Home," a drama of a fading actor's comeback; on July 30 by "Day of Grace," a comedy-fantasy of a man who can see into the following day; on Aug. 6 by "Maybe Tomorrow," a drama of hope and its reward; on Aug. 27 by "Company Wife," story of the responsibilities of the wife of an enterprising young executive, and on Sept. 3 by "Clay Pigeon," the drama of a young man who challenges the domination of an older brother.

A different director will be at the helm of each teleplay. Seven have already been signed for the eight-week season: Alex March, James Beach, Tom Reynolds, John Schwartz, Herbert Kenworth, Ira Cirker and Jed Horner.

Mr. Montgomery will be host-narrator. Joseph Bailey, production supervisor of the regular series, and Jay Sheridan, his assistant, will continue in the same roles for the Summer productions. So will Syrjala who designs the program's scenery.

S.C. Johnson & Son, Inc., sponsor of "Robert Montgomery Presents the Johnson's Wax Summer Program," is represented by the Needham, Louis & Brorby, Inc., advertising agency. Warwick & Legler is the agency for Schick Electric Shavers, sponsor of "Robert Montgomery Presents the Schick Summer Theatre."

It was a matter of fact that the program
aired so well with audiences that, in August, the program
one of the top ten TV shows in the air, according to the
an survey.

The teleplay scheduled for a limited run
those seen during the regular season. The cast included as
it will be "Loving for to Go," a drama with a television theme.

It will be followed on July 9 by "Drama in House," a
biological experiment; on July 10 by "Matter of Conscience," a

of unjustified suspicion between husband and wife; on July 11
Welcome Home," a drama of a family's reaction to the return of

Day of Grace," a comedy-drama of a man who has been away for
owing day; on Aug. 1 by "Myra Tomorrow," a drama of love and

forward; on Aug. 2 by "Company Wife," a story of the pressures
ties of the wife of an advertising young executive, and on

by "City People," the drama of a young man who challenges
domination of an older brother.

A different director will be at the helm of each teleplay.
in have already been placed for the eight week season. The

James Bates, Tom Reynolds, John Schwartz, David Friedman,
Glover and Ted Hunter.

Mr. Montgomery will be host-narrator. "London Calling"
question suspension of the regular series, and the situation, the

istant, will continue in the same place for the summer program.
ne. So will Sylvia and her friends the program's success.

S.C. Johnson & Son, Inc., sponsor of "Robert Montgomery"
resents the Johnson's Wax Summer Program," is represented by the

Adham, Louis & Murphy, Inc., advertising agency. William S.



TRADE NEWS

A SERVICE OF



TWO-A-WEEK 'JAYE P. MORGAN SHOW' ON NBC-TV WILL PRESENT
THE POPULAR SONGSTRESS WITH HER FOUR MUSICAL BROTHERS

Jaye P. Morgan, RCA Victor recording artist, will star in her own twice-weekly NBC Television Series, the JAYE P. MORGAN SHOW, Wednesdays and Fridays (7:30-7:45 p.m., EDT), beginning Wednesday, June 13. The songstress will be seen through the Summer in the time-spots of the vacationing Eddie Fisher.

Jaye will present an informal quarter-hour of music consisting of old favorites as well as the top pop tunes of today, all styled in the manner which recently won Jaye top place in a national poll of disc jockeys.

Proving that music can be a family affair, Jaye will be reunited with her four brothers - Charlie, Bob, Dick and Duke -- who have just been signed to a recording contract as "The Morgan Brothers."

Prior to the death of Jaye's father in 1945, the Morgan family -- father, mother, five brothers, two sisters and Jaye -- sang and played together on a local Los Angeles radio show. Jaye and her brothers went their separate ways after that, and she welcomes this chance to get together with them again.

(more)

2 - 'Jaye P. Morgan Show'

Jaye's style of singing has been described as "belting." Her first RCA Victor disc, "That's All I Want From You," was a phenomenal success. To prove that it was no accident, she followed it with a series of best-sellers, including "Danger, Heartbreak Ahead," "The Longest Walk" and "Chee-Cheooo-Chee" (a duet with Perry Como).

Jaye and her four brothers will be backed by Joel Herron and his orchestra. The show will be written and produced by Lyn Duddy, and staged and directed by Kevin Joe Jonson.

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NBC-New York, 6/1/56

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COLOR TELEVISION NEWS

A SERVICE OF



NBC COLOR TELECAST SCHEDULE FOR WEEK OF JUNE 10

Monday, June 11

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "George Has a Birthday," drama starring Eddie Cantor.

Tuesday, June 12

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "The Serpent's Tooth," drama.

Wednesday, June 13

Note to Editors:

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER will present "Crime at Blossoms," a drama (not previously announced in June color schedule.)

9:00-10:00 p.m., EDT -- KRAFT TELEVISION THEATRE -- "Boy In A Cage," drama by Paul Monash.

THE FOLLOWING PROGRAMS WILL APPEAR ON WRCA-TV ONLY:

Monday	8:55 - 9:00 a.m. -- WRCA-TV WINDOW
	9:20 - 9:40 a.m. -- JOSIE'S KITCHEN
through	9:55 -10:00 a.m. -- WRCA-TV WINDOW
	11:25 -11:30 a.m. -- WRCA-TV WINDOW
Friday	2:50 - 3:00 p.m. -- JINX'S DIARY
	11:10 -11:15 p.m. -- TEX ANTOINE

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NBC-New York, 6/1/56

THE UNIVERSITY OF CHICAGO

CHICAGO, ILLINOIS

1900

THE UNIVERSITY OF CHICAGO

CHICAGO, ILLINOIS

1900



SPOT SALES

News

June 1, 1956

MINIATURE TRANSISTOR ATTACHED TO NBC SPOT SALES PROMOTION PIECE
EMPHASIZES THE PORTABILITY OF MODERN RADIOS

A tiny transistor, attached to a promotion piece issued by NBC Spot Sales, emphasizes the portability of modern radios and the flexibility of the radio medium.

The transistor, which is the key to sub-miniature radio, points up the fact that people now carry their radios wherever they go and that radio is the only medium which conveys the advertiser's message in phase with listener activity. The promotion piece illustrates this idea with cartoons showing typical radio listeners: a man shaving, a woman shopping, a housewife doing her daily chores, and a man preparing to go to sleep.

Among the facts which are brought out are: that one of every four males listens to morning radio; that 10 of every 100 shoppers listen to a car radio on the way to the store, and that one of every three home radios is located in the bedroom. It is shown that one radio dollar delivers as many people as three newspaper dollars or 20 direct mail dollars.

The promotion piece is being sent to advertising agencies.

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'MEDIC' ACTOR RICHARD BOONE TURNS PRODUCER
FOR 'GOLD FEVER' DRAMA ON 'FRONTIER'

Richard Boone, who is familiar to the nation's televiewers as Dr. Konrad Styner of NBC-TV's "Medic," will lay down his scalpel and pick up a megaphone long enough to direct his first television show -- NBC-TV's FRONTIER production, "Georgia Gold," Sunday, June 10 (7:30 p.m., EDT).

"Georgia Gold" is the story of a young couple, John and Elizabeth Alderson, and Elizabeth's 20-year-old brother, Timothy, who emigrate from Wales to seek a new life in America. Their arrival in Georgia in 1830 is timed with the first gold strike in this country, and they become swept up in the violence and greed that pursues "gold fever."

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ROBERT BREEN AND 15 OF 'PORGY AND BESS' TROUPE
TO REPORT ON THEIR TRIP TO RUSSIA ON 'HOME'

Robert Breen, co-producer and director of the "Porgy and Bess" production which just completed an extended tour behind the Iron Curtain, and 15 members of the cast, will make their first public appearance following their return from Russia, on NBC-TV's HOME on Friday, June 8 (11 a.m. to 12 noon, EDT).

The troupe, which will arrive in the United States on June 6, will give the first report to "Home" viewers on their activities and experiences in the Soviet Union. They will show films which they took themselves, as well as films taken of them. They will also wear some of the clothes and show souvenirs which they purchased during their visit.

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Richard Boone, who is familiar to the nation's television
viewer as the author of NBC-TV's "Medicine," will say that his recent
one up a telephone line which he claims to have received
- NBC-TV's President, "Medicine" says, "I am not a
D.C., D.C."

"Medicine" is the name of a young woman, John and
with Althea, and Althea's 20-year-old brother, Althea.
Althea from Althea is now a new life in Althea. Althea
Althea in 1980 is now with the Althea Gold Fever in
country, and they have moved up in the Althea and Gold
Althea "Gold Fever."

ROBERT TOWN AND J. CL. TOWN AND BOONE, TOWN
TO TOWN ON THE TOWN IN TOWN

Robert Town, co-producer and director of the "TOWN" and
"TOWN" which has been described as a "TOWN" and "TOWN"
TOWN, and is now in the TOWN, will say that Althea
Althea following their recent TOWN, and Althea
on Friday, June 8 (11 a.m. to 12 noon, D.C.).
The TOWN, which will arrive in the United States on June 12,
Give the first report to "TOWN" Althea on their Althea and
TOWN in the TOWN. They will show TOWN which was
themselves, as well as TOWN Althea. They will also show
of the Althea and show Althea which they Althea

'HIT PARADERS' MAKE IMPACT WITH 'COMPACT'

Dorothy Collins and Gisele MacKenzie, distaff singing stars of YOUR HIT PARADE, seen each Saturday night on NBC-TV (10:30 p.m., EDT) figure prominently in a cover feature story in the forthcoming July issue of Compact, the Young People's Digest.

The feature -- titled "Who's Your Favorite Girl Singer?" -- pictures Miss Collins and Miss MacKenzie among the leading candidates in a popularity poll embracing top singing stars of the nation. Regarding Miss Collins, the caption states "...her popularity continues to soar, particularly with those who like their music sweet and simple." And of Miss MacKenzie, the magazine states "Gisele is branching out, made her acting debut on TV last year with a straight dramatic role. Current mail proves she's popular as ever."

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NBC TO BROADCAST EISENHOWER ADDRESS AT AFL-CIO DEDICATION

President Eisenhower's talk at the dedication of the AFL-CIO national headquarters will be broadcast by NBC Radio from Washington, D.C., Monday, June 4, from 11:02 to 11:15 a.m., EDT. George Meany, president of the AFL-CIO, will speak briefly and introduce the President.

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TELEVISION NEWS

A SERVICE OF



June 4, 1956

REYNOLDS METALS COMPANY TO SPONSOR NEW 'CIRCUS BOY'

SERIES STARTING ON NBC-TV SEPT. 23

CIRCUS BOY, the new half-hour filmed television adventure series which starts on the NBC Television network Sunday, Sept. 23 (7:30-8 p.m., New York Time) will be sponsored by the Reynolds Metals Company, it was announced today by George H. Frey, Vice President in charge of Sales for NBC-TV.

Reynolds Metals Company is represented by the Clinton E. Frank, Inc., and Buchanan & Co., advertising agencies.

"Circus Boy" is played against the colorful background of a traveling circus at the turn of the century. A young boy, Corky, is adopted by the whole circus troupe, and through his eyes the fabulous life of circus action is unfolded. His pet is Bimbo, a baby elephant.

Mickey Braddock, 12 years old, discovered by the producers of the series, Herbert B. Leonard and Norman Blackburn, plays Corky. Noah Beery, Jr., and Bob Lowery are co-starred. Guinn "Big Boy" Williams is also a permanent member of the cast.

"Circus Boy" is a Screen Gems, Inc., presentation.

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UNITED AUTOMOBILE WORKERS TO CELEBRATE 20TH ANNIVERSARY
WITH DRAMA AND MUSIC ON SPECIAL TV SHOW

A dramatic and musical telecast celebrating the 20th anniversary of the United Automobile Workers will be presented on NBC-TV Sunday, June 10 (3:30-4 p.m., EDT). The program, sponsored by the UAW and marking its first venture in nationwide TV, will point up, musically and dramatically, where it stands today and where it hopes to go.

Walter P. Reuther, UAW president, will speak briefly at the close of the program following a montage of anniversary greetings from notable figures here and abroad. Three dramatic sketches will illustrate various aspects of the UAW in basic human terms. The scenes will be set on the floor of a factory, where the concept of "justice on the job" will be illustrated; in a banker's office, where a young worker seeks a loan to build a home; and at a retirement dinner for three men of 65. Music will include original songs written for the occasion as well as "Sixteen Tons" and selections from "Pajama Game" and "South Pacific."

Sherman H. Dryer is the producer, and Martin Hoade will direct. Dryer and Lewis Carliner, a member of the UAW Education Department, wrote the script of the telecast, which will originate in New York. Further details will be announced soon. The program will be presented by the UAW Education Department, of which Brendon Sexton is director, and the UAW Public Relations Department, of which Frank Winn is director. It will replace the regularly scheduled "Zoo Parade" on this date only.

Henry J. Kaufman and Associates, of Washington, D.C., is the agency.

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TRADE NEWS

A SERVICE OF



June 5, 1956

SERIES OF THRILLERS, FILMED IN ENGLAND, TO BE TELECAST
IN U.S. FOR FIRST TIME ON NEW 'ADVENTURE THEATRE'

ADVENTURE THEATRE, a new suspense series of half-hour film features made in England and never before seen in this country, will star Paul Douglas as host, commencing Saturday, June 16 on NBC-TV (10:30 p.m., EDT) and continuing through Sept. 1. "Adventure Theatre" succeeds "Your Hit Parade" for the Summer season. "Your Hit Parade" concludes its current season Saturday, June 9 and returns to NBC-TV Saturday, Sept. 8.

Alternating sponsors of "Adventure Theatre" will be Warner-Lambert, Inc., for Richard Hudnut's Quick Home Permanents (starting June 16) through the Kenyon and Eckhardt, Inc., agency, and the American Tobacco Co. for Lucky Strike Cigarettes (starting June 23) through Batten, Barton, Durstine and Osborn, Inc.

"Thirty Days to Die" will be the opening thriller on "Adventure Theatre" June 16. It is the story of a disappointed playwright, Sidney Maxwell (Hubert Gregg), who vows to kill the man he thinks responsible for the failure of his last play, critic Harcourt Garnett (Lawrence Marsmith). Maxwell informs Garnett that the diabolical manner in which he plans to dispose of him will be revealed in the course of the third act of a play he is writing.

(more)

1901

THE NEW YORK PUBLIC LIBRARY
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1215 FIFTH AVENUE
NEW YORK

2 - 'Adventure Theatre'

He sends the horrified critic each act as it is completed. With Act III comes a denouement that the critic could hardly have expected. Jenny Laird will be seen as Linda Maxwell, the dramatist's wife. James Eastwood wrote the teleplay. Paul Dixon directed.

The remaining 11 programs in the new series are listed below by title and date:

Javanese Dagger -- June 23

The Corpse of Pleasant Street -- June 30

Willful Widow -- July 7

The Thief of London -- July 14

Marriage Trap -- July 21

The Sable Scarf -- July 28

Strangers on the Sea -- Aug. 4

Falstaff's Fur Coat -- Aug. 11

Present for the Bride -- Aug. 18

Missing Passenger -- Aug. 25

Final Twist -- Sept. 1

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NBC-New York, 6/5/56

118-104 Young, 1937



TRADE NEWS

A SERVICE OF



June 5, 1956

MACK TRUCKS, INC., TO ACQUAINT U.S. WITH TRUCKING INDUSTRY VIA UNUSUAL SERIES OF REMOTE BROADCASTS ON NBC'S "MONITOR"

Mack Trucks, Inc., will take America on the road via NBC Radio's weekend service "Monitor" this Summer to acquaint the country with the trucking industry.

Announcement of the extensive and unusual institutional advertising schedule was announced jointly today by P.O. Peterson, President of Mack Trucks, Inc., and Charles T. Ayers, Vice President in charge of NBC Radio.

In cooperation with the American Trucking Associations Foundation, Inc., Mack Truck's campaign, starting June 30 and running through Sept. 2, will feature a series of remote broadcasts from all parts of the nation describing interesting and essential trucking operations. Forty-two one-minute announcements will be utilized by Mack Trucks on "Monitor" during the advertising schedule.

Truck drivers, owners and other trucking personnel, including such frequent users of trucking as frozen food, meat packing, and petroleum manufacturers, will be interviewed during the remote broadcasts.

Doyle, Kitchen and McCormick, Inc., and Allied Public Relations Associates are in charge of arrangements for Mack Trucks, Inc.

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THE UNIVERSITY OF CHICAGO
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20TH CENTURY FOX TAKES ADVERTISING SCHEDULE
ON 'MONITOR' TO PROMOTE 'THE KING AND I'

The 20th Century Fox Film Corp. has ordered an advertising schedule on NBC Radio's weekend service, MONITOR, to promote its forthcoming motion picture, "The King and I," starring Yul Brynner and Deborah Kerr.

The campaign, which represents the first national film promotion ever presented by a major motion picture studio on NBC Radio, was announced today by Fred Horton, Director of Sales for the NBC Radio Network. The 20th Century Fox advertising campaign will consist of a series of announcements on "Monitor" during the weekends of June 30 and July 7.

Charles Schlaifer and Co., Inc., is the advertising agency for 20th Century Fox.

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NBC-New York, 6/5/56

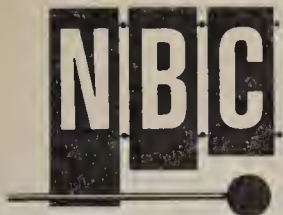
30th CENTURY FOX FILMS
ON MONITOR TO PROMOTE THE KING AND I

The 30th Century Fox Film Corp. has ordered
an advertising schedule on NBC Radio's Western Net-
work, MONITOR, to promote its forthcoming picture
picture, "The King and I," starring Yvonne De Carlo and
Robert Taylor.

The campaign, which represents the first na-
tional film promotion ever sponsored by a major
motion picture studio on NBC Radio, was announced
today by Fred B. Brown, Director in Charge for the NBC
Radio Network. The 30th Century Fox advertising
campaign will consist of a series of announcements
on "Monitor" during the week ending on June 30 and

July 1.

Charles Schlichter and G. L. Lee, Jr., of the adver-
tising agency for 30th Century Fox.



TELEVISION NEWS

A SERVICE OF



'DEAR PHOEBE,' WITH PETER LAWFORD AS ADVISOR TO THE LOVELORN,
WILL PRESENT FILMED REPEATS OF NINE COMIC EPISODES

DEAR PHOEBE, filmed situation-comedy series starring Peter Lawford, will return to NBC-TV for repeat presentations of nine episodes on various Tuesdays starting June 19 (8-8:30 p.m., EDT). Marcia Henderson, blonde film actress, co-stars with Lawford. In addition to June 19, the program will be telecast June 26, July 10, 17 and 31, Aug. 7, 21 and 28 and Sept. 11.

Lawford portrays Bill Hastings, former college instructor who is on the Los Angeles Daily Blade staff, writing the advice-to-the-lovelorn column under the name of Phoebe Goodheart. Sportswriter Mickey Riley (played by Miss Henderson) is the most attractive person in the city-room for Hastings. She also is often his chief competitor in jockeying for choice story assignments. Others in the cast include Charles Lane as Mr. Fosdick, tough managing editor, and Joe Corey as Humphrey, an unusual individualistic copy boy.

"Dear Phoebe" was produced and written by Alex Gottlieb and directed by Don Weiss. The filmed series was originally presented on NBC-TV from September, 1954, until July, 1955.

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NBC-New York, 6/5/56



SPOT SALES

News

June 5, 1956

'LEADERSHIP' TRADE PAPER CAMPAIGN OF STATIONS REPRESENTED BY NBC SPOT SALES EMBRACES EXTENSIVE 12-MONTH SCHEDULE

A new advertising campaign in trade papers by the radio and TV stations represented by NBC Spot Sales starts this week and will continue for 12 months.

The campaign, which was designed to supplement the trade advertising of the individual stations, will deal with subjects that emphasize the qualities which contribute to the making of a "leadership" station. Among the topics which will keynote the ads are: public service programming, community acceptance, progress in color TV, and the new radio programming pattern. Each ad, whether sponsored by an individual station, by NBC Spot Sales, or by the NBC Owned Stations Division, is related to all the stations represented by NBC Spot Sales.

The ads, which will be two-page spreads in two colors, will be placed in the following publications on a rotating basis: Broadcasting-Telecasting, Sponsor, Radio-TV Daily, Printers' Ink,

(more)

2 - 'Leadership' Campaign

Advertising Age, Tide, Television Age, Television Magazine, and Advertising Agency.

The following stations represented by NBC Spot Sales will participate in the campaign: WRCA and WRCA-TV, New York; WRGB, Schenectady-Albany-Troy, N.Y.; WRCV and WRCV-TV, Philadelphia; WRC and WRC-TV, Washington, D.C.; WCKT, Miami; WBUF-TV, Buffalo, N.Y.; WAVE and WAVE-TV, Louisville; WMAQ and WNBQ, Chicago; KSD and KSD-TV, St. Louis; KOA and KOA-TV, Denver; KOMO and KOMO-TV, Seattle; KRCA, Los Angeles; KPTV, Portland, Ore.; KNBC, San Francisco; KGU and KONA-TV, Honolulu.

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NBC-New York, 6/5/56

including the, Time, Television and, Television Magazine, and

listing agency.

The following stations represented by WGC have been listed:

operate in the following: WDAF and WDAF-TV, New York, 1978.

WDAF-TV, Albany, N.Y.; WTV and WGC-TV, Philadelphia, Pa.

WDAF-TV, Washington, D.C.; WDAF, Miami, WDAF-TV, Dallas, N.Y.

and WDAF-TV, Philadelphia; WDAF and WDAF, Chicago; WDAF and WDAF-TV.

WDAF and WDAF-TV, Chicago; WDAF and WDAF-TV, Chicago; WDAF.

WDAF; WDAF-TV, Chicago; WDAF, WDAF, and WDAF-TV, WDAF and

TV, Chicago.

WGC-TV, New York, 1978.

Attention, Sports Editors

CREDITS FOR PALM BEACH GOLF TOURNAMENT TELECAST ON NBC-TV

TIME AND DATE: NBC-TV, Sunday, June 10, 4 to 5:30 p.m., EDT.

PROGRAM COVERAGE: Play at final four holes of 15th annual Palm Beach Golf Tournament at Wykagyl Country Club, New Rochelle, N.Y. Seven television cameras will be used for the telecast. Participating in round-robin tourney will be 16 of nation's leading golfers headed by defending champion Sam Snead.

PAIRINGS: Participating golfers will play in following four-somes: 1. Bob Rosburg, Billy Maxwell, Fred Hawkins, Dow Finsterwald. 2. Fred Haas, Henry Cotton, Art Wall, Ted Kroll. 3. Peter Thomson, Tommy Bolt, Mike Souchak, Gene Littler. 4. Doug Ford, Lloyd Mangrum, Jack Burke Jr., Sam Snead.

COMMENTATORS: Lindsey Nelson, Claude Harmon, John Derr and Jim Simpson.

PRODUCER: Perry Smith

DIRECTORS: Harry Coyle and Jack Dillon.

SPONSOR: Gillette Safety Razor Company (Telecast will be a "Gillette Cavalcade of Sports" presentation.)

AGENCY: Maxon, Inc.

NBC PRESS

REPRESENTATIVE,

NEW YORK: Bob Goldwater

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NBC-New York, 6/5/56

CONFIDENTIAL FOR DAILY NEWS GROUP TREATMENT BY WFO-TV

AND DATE: NOV-27, 1964, TIME 10:15 AM, 1964

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NBC TRADE NEWS

N.Y.'S GOV. HARRIMAN TO "MEET THE PRESS"

Governor Averell Harriman of New York, candidate for the Democratic presidential nomination, will be the guest on MEET THE PRESS Sunday, June 10 (NBC-TV, 6-6:30 p.m., EDT; NBC Radio, 6:35-7 p.m., EDT).

Governor Harriman's appearance will follow close on the heels of the final test of strength between Adlai Stevenson and Estes Kefauver in the California primaries June 5. He will be questioned by a panel of newsmen consisting of Martin Hayden of the Detroit News, May Craig of the Portland Maine Press-Herald, Richard Clurman of Newsday (Long Island, N.Y.) and Lawrence E. Spivak, producer and permanent panel member on the program. The program will originate live at NBC's New York studios and will be moderated by Ned Brooks.

NBC RADIO TO BROADCAST TALK BY SECRETARY DULLES

Secretary of State John Foster Dulles' commencement address at Iowa State College, Ames, Iowa, Saturday, June 9, will be broadcast by NBC Radio from 1:30 to 2 p.m., EDT. This is expected to be an important speech on foreign policy.

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NBC-New York, 6/5/56

"GODS OF THE" OF LONDON, NOV 21, 1964

dal 1980 al 1984 con la collaborazione dell'Ente Cassinetta

for the Department of Education, Washington, D.C.

VT-1841 OF 2006, VEHICLE SAFETY AND TRAFFIC ACCIDENTS ACT

CONFIDENTIAL

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to meet the requirements of the new act.

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TRADE NEWS

A SERVICE OF



June 6, 1956

WALLY COX RETURNING TO NBC IN NEW WEDNESDAY NIGHT FILMED SERIES,
'THE ADVENTURES OF HIRAM HOLIDAY,' SPONSORED BY GENERAL FOODS

Wally Cox, television and nightclub comedian whose off-beat approach to conventional situations in his NBC-TV "Mr. Peepers" series won him national prominence, will return to the National Broadcasting Company's Television Network this Fall in a new comedy series of half-hour filmed programs, "The Adventures of Hiram Holiday."

Announcement of the series, which will be sponsored by the General Foods Corp. on Wednesday evenings, 8-8:30 p.m., New York time, starting in September, was announced today by Thomas A. McAvity, Vice President in charge of NBC-TV.

As Hiram Holiday, a character created by Paul Gallico in a series of short stories written for Cosmopolitan Magazine, Cox is a disarmingly quiet newspaper proofreader. Behind this facade of meekness, however, Cox has developed surprising skill at many of the physical arts. In a fencing duel, for example, Hiram Holiday can be counted on to come through against the master swordsman.

Hiram's publisher becomes so impressed with his proof-reader's accomplishments in physical prowess that he sends Hiram on

(more)

2 - 'The Adventures of Hiram Holiday'

a 'round-the-world trip. A reporter, played by actor Ainslee Pryor, is sent along to record Hiram's adventures on the trip. These stories will make up the series.

"The Adventures of Hiram Holiday" will be produced, directed and written by Phil Rapp and filmed in Hollywood's California Studios.

Wally Cox's highly acclaimed "Mr. Peepers" series, in which he portrayed the gentle, unassuming science teacher, was telecast on NBC from July, 1952 until June, 1955. In addition, he was starred in Max Liebman's 1954 and 1955 Christmas television Spectacular productions of "Babes in Toyland," and appeared opposite Jeannie Carson in Mr. Liebman's 1955 musical production of "Heidi."

Young & Rubicam, Inc., is the agency representing General Foods.

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NBC-New York, 6/6/56

and the movie rights. A reporter, placed in Nelson's office, wrote
and along to record the movie's advancement on the trip. These
los will make up the movie.
"The Advancement of the Movie Industry" will be the movie
based and written by this group and filmed in Hollywood's
studio studios.
Katie Cox's highly acclaimed 1951 feature, "The
It has portrayed the movie, maintaining a strong position, and the
on the film, 1951, until 1952, in addition, it was
red in the film's 1951 and 1952 Christmas television
feature production of "The Movie Industry" and the movie's
the movie in the film's 1951 musical production of "The
Young & Rubicam, Inc., is the agency representing the movie

and the movie, 1951



TRADE NEWS

A SERVICE OF



June 6, 1956

'PERRY COMO SHOW' SOLD OUT FOR 1956-57 TELEVISION SEASON

"The Perry Como Show" -- the Saturday night variety show which started on the NBC Television network last Fall and since the end of its second month has been consistently in the Top Ten Nielsen rankings -- is completely sold out for the 1956-57 television season. Announcement of the sell-out was made today by George H. Frey, Vice President in charge of Sales for NBC-TV.

Advertisers -- the first four of whom are currently sponsoring the "Perry Como Show" -- who will alternately sponsor one-third each of the show when it returns to the NBC-TV program schedule Sept. 15 (8-9 p.m., NYT) are: The Gold Seal Company through the North Advertising Agency, Inc.; International Cellucotton Products Co. for its Kleenex and other products through Foote, Cone and Belding; the Toni Company through the North Advertising Agency, Inc.; the Noxzema Chemical Company through Sullivan, Stauffer, Colwell and Bayles; the Sperry and Hutchinson Co. for its S&H Green Stamps, also through Sullivan, Stauffer, Colwell and Bayles; and the Sunbeam Corp. through the Perrin-Paus Co.

"The Perry Como Show" has led its combined competition on the second network by a ratio of four to

(more)

2 - 'Perry Como'

three and has been the top-rated Saturday night variety show on network television during its current season. In addition, of the more than 25 network television shows which began during the 1955-56 season, "The Perry Como Show" has been the Number One program on a rating basis. It has averaged more than 40,000,000 viewers per telecast during the first quarter of 1956.

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NBC-New York, 6/6/56

There was not even one top-rated Saturday night variety show in network television during the current season. In addition, of the more than 10 network television shows which began during the 1999-00 season, "The Perry Como Show" had been the highest one during the current season. It has received more than 10,000,000 viewers per episode during the first quarter of 1999.

Continued...

Continued from page 6/5/99

MONITOR

THE NBC WEEK-END RADIO SERVICE

June 6, 1956

GROSS BILLINGS OF OVER \$4,000,000--COVERING MORE THAN 40
ADVERTISERS--MARK "MONITOR'S" FIRST YEAR ON NBC RADIO

More than 40 advertisers ranging in categories from automobiles to pencils, from magazines to sportswear, from insurance to oil, from hotels to household appliances, from drugs and cosmetics to greeting cards, and from balloons to beer have utilized NBC Radio's weekend service MONITOR during the program's first broadcast year, recording a total of well over \$4,000,000 in gross billings to date.

Announcement of the swelling sales, which mark a record for weekend advertisers on NBC Radio during the past few seasons, was made today by Fred Horton, Director of Sales for the NBC Radio Network.

He said that announcements purchased on "Monitor," which, when it bowed on the network June 12, 1955, pioneered in offering advertisers the most flexible sales plan ever devised by network radio, now total 4,349. He added that these announcements have delivered an estimated 2,039,681,000 home commercial impressions.

Mr. Horton pointed out that the following advertisers -- blue-chip and small budgeted -- have employed "Monitor's" flexibility

(more)

2 - 'Monitor' Sponsors

for their tailor-made needs, whether they be seasonal, the kick-off of new campaigns, or saturations by coming into the service one week, going out the next and returning a week or a month later:

American Motors Corp.; Carter Products Co.; Western Union Telegraph Co.; RCA; Gruen Watch Co.; Chevrolet Div. of General Motors; Philip Morris, Inc.; Chesebrough-Ponds, Inc.; Morton Salt Co.; B.F. Goodrich Co.; Reader's Digest Association, Inc.; Miller Brewing Co.; Socony-Mobiloil Co., Inc; Charles Antell, Inc.; Crowell-Collier Publishing Co.; Arlington Towers, and American Oil Co.

In addition: Mutual of Omaha; J.B. Williams Co.; Scripto, Inc.; Cowles Magazines, Inc.; Bristol-Myers Co.; Ford Motor Co.; Hall Brothers, Inc.; David O. Doniger & Co.; Allstate Insurance Co.; the Greyhound Corp.; House of Thomas, Inc.; John Andre, Inc.; Buick Div. of General Motors; Chrysler Corp.; the Barbasol Co.; Quaker State Oil Refining Corp.; Sawyer's, Inc.; Mack Trucks, Inc.; Olin-Mathieson Chemical Corp.; Warner-Lambert Pharmacal Co.; Hazel Bishop, Inc.; Bell Telephone Co., and Miles Laboratories, Inc.

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NBC-New York, 6/6/56

their labor-made goods, whether they be seasonal, the kind-

campaigns, or exhibitions of some kind, the service one week,

and the time and rendering a week or a month later:

American Motor Corp.; Carter Products Co.; Western Union

Corp. Co.; RCA; Western Union Co.; Chevrolet Div. of General

Corp.; Philip Morris, Inc.; Chesapeake-Potomac, Inc.; Boston State Co.;

Food City Co.; Food City's Liquid Association, Inc.; Miller Brewing

Company-Mobil Oil Co., Inc.; Charles Schwab, Inc.; General Electric

Corp. Co.; American Flowers, and American Oil Co.

In addition: United of Omaha; J.B. Williams Co.; American

Cowles Magazine, Inc.; Eastern-Africa Co.; Food Motor Co.; Hall

Corp., Inc.; David O. Bonner & Co.; American Insurance Co.; and

Food Corp.; House of Thomas, Inc.; John White, Inc.; Smith Bros.

Corp.; American Corp.; American Corp.; American Corp. of

the Corp.; Sawyer's, Inc.; Mack Trucks, Inc.; Old-Fashioned

and Corp.; Warner-Lambert Pharmaceutical Co.; Hotel Rango, Inc.; Bell

Corp. Co. and Miller Laboratories, Inc.

NEW YORK, N.Y. 6/2/52

Attention, Sports Editors

NBC IS AWARDED RIGHTS TO TELEVISION FOOTBALL GAMES
OF PACIFIC COAST CONFERENCE ON REGIONAL BASIS

Exclusive rights to televise Pacific Coast Conference football games on a regional basis next Fall have been awarded to the National Broadcasting Company, it was announced jointly by John K. West, vice president of the network's Pacific Division, and Al Masters, chairman of the conference's Television and Radio Committee.

These games supplement NBC-TV's already extensive collegiate football schedule for 1956. The network's television coverage now includes an eight-game slate to be carried nationally, and regional telecasts on five dates in the Eastern, Big Ten and Pacific Coast sections. The five-game Pacific Coast telecast slate includes one intersectional clash between UCLA and Michigan. The other four contests all involve conference teams. The five games, all on Saturday afternoons, are:

Sept. 29 -- UCLA vs. Michigan at Ann Arbor, Mich.
Oct. 13 -- Oregon State vs. California at Corvallis, Ore.
Oct. 20 -- Southern California vs. Washington at Los Angeles.
Nov. 3 -- California vs. Oregon at Berkeley, Calif.
Nov. 17 -- Stanford vs. Washington at Palo Alto, Calif.

They will be telecast only in National Collegiate Athletic Association District 8, which comprises California, Oregon, Washington, Idaho and Nevada.

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NBC-New York, 6/6/56

WHO IS AWARDED RIGHTS TO TELEVISION FOOTBALL GAMES OF PACIFIC COAST CONFERENCE ON REGIONAL BASIS

Exclusive rights to televise Pacific Coast Conference football games on a regional basis next fall have been awarded to the only broadcasting company. It was announced today by J. H. ... vice president of the network's Pacific Division, and ... chairman of the conference's television and radio committees. These three organizations (NBC-TV's slightly expanded rights ... football schedule for 1958. The network's television coverage ... included an eight-hour game to be televised nationally, and ... and telecasts on five days in the Pacific, five days and facilities ... in western. The five-day Pacific West telecasts also include ... international cable service with and without. The other four ... cases all involve conference teams. The five cases, all in ... today at ...

- Oct. 19 -- Stanford vs. Washington at Palo Alto, Calif.
 - Nov. 1 -- California vs. Oregon at Berkeley, Calif.
 - Nov. 13 -- Oregon State vs. California at Berkeley, Calif.
 - Nov. 20 -- Southern California vs. Washington at Los Angeles.
 - Nov. 27 -- Stanford vs. Washington at Palo Alto, Calif.
 - Nov. 29 -- California vs. Oregon at Berkeley, Calif.
- They will be followed only in National California ... on District 8, which comprises California, Oregon, ... Idaho and Nevada.



A SERVICE OF



NBC OFFERS ITS FULL FACILITIES IN MOSCOW
TO GEN. TWINING, USAF CHIEF OF STAFF

The full facilities of the National Broadcasting Company will be put at the disposal of General Nathan F. Twining, USAF Chief of Staff, when he visits Moscow for Soviet Air Force Day, Sunday, June 24.

The offer to General Twining was made in a telegram by Davidson Taylor, NBC Vice President in charge of Public Affairs. Mr. Taylor's wire read in part:

"I should like to offer you the television and radio facilities and the fullest cooperation of NBC in connection with your visit to Moscow for Soviet Air Force Day June 24. We should be proud indeed if you would avail yourself of this offer while in Moscow, or, if not, immediately on your return. Our Moscow correspondent is Irving R. Levine who resides at the National Hotel. He has been fully informed of this request and will be prepared to make any sound-on-film or tape recorded report of statements which you may wish to make. We have asked him to make himself available to you at all times for this purpose. Because the American public will be vitally interested in what you may have to say, I urge fullest possible consideration."

-----O-----

NBC-New York, 6/6/56

NBC'S DR. FRANCES HORWICH ANNOUNCES FORMATION OF
"DING DONG SCHOOL" PARENT-TEACHER ASSOCIATION

Dr. Frances Horwich, Supervisor of Children's Programs for NBC and creator-star of NBC-TV's award-winning DING DONG SCHOOL (Monday-Friday, 10 a.m., EDT) has announced formation of a nationwide "Ding Dong School" Parent-Teacher Association.

At least one PTA group will be organized in each of the 109 cities throughout the country in which "Ding Dong School" is telecast, making this one of the largest PTA groups in the U.S.

"On our program," Dr. Frances stated today, "we talk specifically to the parents as well as to the children during the last five minutes of air time. We try to bring the parents into our play-and-study sessions in this manner so that they will know what we are doing and, we hope, sympathize and help."

Organization of the "Ding Dong School" PTA groups will, in effect, be an extension of this last five minutes on the air.

Membership is free to anyone who works or lives with children. The number of groups which can be formed in any town or city is unlimited, provided that there be ten or more members in each group.

Members will receive a monthly news bulletin entitled "From Miss Frances' Desk," which will contain a variety of features such as birthday party suggestions, clothing ideas for tots, and children's participation in the creative arts.

(more)

2 - 'Ding Dong School'

When a sufficient number of the PTA groups have been set up in various cities Miss Frances herself will make occasional tours through the country. Where possible, all the PTA groups within a community will be encouraged to meet together to hear Miss Frances.

Miss Frances invites all those interested in forming "Ding Dong School" Parent-Teacher Association groups to write to her, care of "Ding Dong School," National Broadcasting Company, Box 396, New York 19, N.Y.

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NBC-New York 6/6/56

There is a national network of the FBI which will have
in various districts with various offices will have
national courts through the country. Many countries, all the
systems which is necessary will be arranged in order to
for to have these systems.

Also various leaders all those interested in having
in long term, "Technical" assistance groups to have
for, part of "Long term" National Development
can, for 200, New York 10, N.Y.

CONFIDENTIAL

CONFIDENTIAL

NEW NBC TIME-SPOT FOR EXPANDED 'QUEEN FOR A DAY';
SERIES BECOMES 45-MINUTE, 5-DAY-A-WEEK FEATURE

NBC-TV's QUEEN FOR A DAY (Monday through Friday, 4:30 to 5 p.m., EDT) moves to a new time-spot and expands to 45 minutes on July 2 when it changes its time to 4-4:45 p.m., EDT, Mondays through Fridays.

The expanded version of "Queen" is preceded on the NBC-TV lineup by "Tennessee Ernie Ford" (2:30-3 p.m.) and by "Matinee Theater" (3 to 4 p.m.).

DEPUTY DEFENSE DIRECTOR ROBERTSON ON 'YOUTH WANTS TO KNOW'

Reuben Robertson Jr., Deputy Secretary of Defense, just back from an inspection tour of the Far East, will be the guest on Theodore Granik's YOUTH WANTS TO KNOW Sunday, June 10 (NBC-TV 2:30-3 p.m., EDT). Robertson returned during the current inter-service controversy. He will be questioned by teenagers from the Washington, D.C. area. The program, with Stephen McCormick as moderator, will originate live in NBC's Washington studios.

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NBC-New York, 6/6/56

NEW 100 TIME-1000 FOR EXHIBITION (JUNE 100 A DAY)

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COLOR TELEVISION NEWS

A SERVICE OF



June 6, 1956

BOB HOPE'S "SUNDAY SPECTACULAR" ON MOVIE-MAKING INCLUDES BETTY GRABLE, STEVE ALLEN, GEORGE SANDERS, MARILYN MAXWELL AND JANE RUSSELL

Leading ladies from Bob Hope movies will be among the stars when the SUNDAY SPECTACULAR PRESENTS 'THE BOB HOPE SHOW' June 17 (NBC-TV, 7:30-9 p.m., EDT, in compatible color). Bob's star roster for the color-cast includes Betty Grable, Steve Allen, George Sanders, Marilyn Maxwell and special guest Jane Russell.

The 90-minute Spectacular will explore the making of a movie from the casting conference on through song, dance and dialogue rehearsals; conferences of production personnel, and film clips of scenes from Bob's forthcoming movie, "That Certain Feeling," which was adapted from the Broadway comedy success, "The King of Hearts." Some of the clips are of scenes not included in the finished film.

Hope will be seen in skits with Sanders, (who is one of the stars of "That Certain Feeling") and Steve Allen (star of "Tonight") whose premiere in the "Steve Allen Show" will take place Sunday, June 24, on NBC-TV.

(more)

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...

2 - 'Sunday Spectacular' -- 'Bob Hope Show'

Bob's former leading ladies will take part in a production number. Miss Grable appeared with Hope in "Give Me A Sailor," Miss Maxwell in "The Lemon Drop Kid" and "The Military Policeman," and Miss Russell in "Son of Paleface."

A special highlight will be a film clip of Bing Crosby and Dorothy Lamour in the movie, "Road to Bali."

Hope is a veteran of many facets of show-business. He has appeared in Broadway musical comedies, radio, movies and television, but this will be his first appearance in a 90-minute color Spectacular, although he has ad libbed through some equally long special event TV programs.

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NBC-New York, 6/6/56

Bob's former leading ladies will come back
in a production number. Miss Gracie appeared with Hope
in "Give Me A Sailor," Miss Maxwell in "The Lemon Drop
Kid" and "The Military Politician," and Miss Russell in
"Ben of Bulwer."

A special highlight will be a film clip of
King George and Dorothy Lamour in the movie, "Good as
Hell."

Hope is a veteran of many radio shows
business. He has appeared in Broadway musical comedies,
radio, movies and television but this will be his first
appearance on a 15-minute color television show.
He has no other engagements and is fully available
every TV program.

Bob Hope Show



TRADE NEWS

A SERVICE OF



June 7, 1956

SINGING STARS PATTI PAGE, JULIUS LaROSA AND TONY BENNETT HEAD
OWN TELECASTS TAKING 'PERRY COMO SHOW' TIME-SPOT FOR SUMMER

Three singing stars -- Patti Page, Julius LaRosa and Tony Bennett -- will star in a new Saturday night musical variety series to be telecast on NBC-TV (8 to 9 p.m., EDT) beginning June 16. The program will be the Summer replacement for "The Perry Como Show," which concludes its 1955-56 season June 9.

Miss Page will be the first of the trio to appear, taking over for the four-week period beginning June 16. The show will have no over-all title, but instead will be named after the star who is acting as host.

For the first four weeks the program will be known as "The Patti Page Show." For the four weeks beginning July 14, it will be called "The Julius LaRosa Show," and for the five weeks beginning Aug. 11, when Tony Bennett takes over as star and host, it will be called "The Tony Bennett Show."

The trio of singers move into one of the top spots in the television entertainment picture, a showcase which saw Perry Como set a new mark in popularity as star of his own 60-minute musical-variety show in his first season, and a spot which in the past has featured such personalities as Martha Raye, Jimmy Durante, Tallulah Bankhead, Mickey Rooney, Georgie Jessel, Spike Jones, Ezio Pinza, Jack Carter and Dunninger.

(more)

Miss Page, who stars on her own 15-minute television series, will be making her first start as the star of an hour-long television program. She will be accompanied by the Spellbinders, a choral and dancing group of two girls and three boys, and by guests from many branches of the entertainment world.

Norman Frank, one of the four producers of NBC-TV's "Wide Wide World" program, will produce the show and Carl Hoff, musical director for "The Martha Raye Show," will assume similar duties on the new series. Grey Lockwood, director of "The Perry Como Show," will stage the first six shows of the Summer series, and George McGarrett, executive producer of the Como telecasts will continue as executive producer of the Summer program.

Bob Corcoran, writer for "Wide Wide World," and James Shelton, who has written for Victor Borge and Beatrice Lillie, will be the writers. The announcer will be Don Pardo, currently heard on "Caesar's Hour."

The series will be sponsored one-third each on alternate weeks by: Armour and Company through Tatham-Laird, Inc.; Kleenex through Foote, Cone & Belding; Gold Seal through Campbell-Mithum, Inc.; the Toni Company through North Advertising Agency; Noxzema Chemical Company through Sullivan, Stauffer, Colwell & Bayles, Inc.; and the Sunbeam Corporation through Perrin-Paus Company.

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NBC-New York, 6/7/56



TRADE NEWS

A SERVICE OF



June 7, 1956

ARMSTRONG CORK CO. RENEWS SPONSORSHIP OF 'CIRCLE THEATRE' FOR SEVENTH YEAR

The Armstrong Cork Co. has renewed its sponsorship of the ARMSTRONG CIRCLE THEATRE on NBC-TV for 26 alternate Tuesdays starting Oct. 2 (9:30-10:30 p.m., EDT), it was announced today by George H. Frey, Vice President in charge of Sales for the NBC Television Network. The "Kaiser Aluminum Hour," a new "live" drama series sponsored by the Kaiser Aluminum and Chemical Corp. will be the alternating program.

This will be the seventh consecutive year that Armstrong Cork has sponsored the "live" Tuesday night dramatic production which started on NBC-TV as a half-hour weekly series on June 6, 1950.

On Sept. 27, 1955 the program became a one-hour alternate week presentation. Its dramatizations "of the story behind the news," which began on that date and are called "actuals," have received wide critical acclaim.

Batten, Barton, Durstine and Osborn is the advertising agency for Armstrong Cork.

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TRADE NEWS

A SERVICE OF



June 7, 1956

'KAISER ALUMINUM HOUR' TO START ON NBC ALTERNATING TUESDAY SCHEDULE;
WORTHINGTON MINER AND TOPFLIGHT PRODUCTION AIDES ASSIGNED TO SHOW

The KAISER ALUMINUM HOUR, a new series of full-hour drama shows, will begin on NBC-TV Tuesday, July 3 (9:30-10:30 p.m., EDT) alternating in the time spot with "Armstrong Circle Theatre."

Worthington (Tony) Miner is executive producer. Frank Schaffner, Fielder Cook and George Roy Hill will rotate as producer-directors.

A novel approach to the selection of material for the "live" hour-long series has been formulated by the four men. Each producer-director will select his own material for the flexible format. Each will have the advice of the others in evaluating the material -- which is likely to embrace musicals as well as melodramas -- before it is produced.

The three producer-directors are responsible for four of the outstanding TV dramas to appear during 1955 and '56. Fielder Cook emerged as a top-flight producer-director with his production of "Patterns." George Roy Hill drew wide attention with "A Night to Remember," based on the sinking

(more)

2 - "Kaiser Aluminum Hour"

of the Titanic. (Both teleplays appeared on NBC's "Kraft Television Theatre.") Frank Schaffner, formerly associated with "Studio One" on CBS, won two "Emmy" awards for his direction of "Twelve Angry Men" and "Caine Mutiny Court Martial."

Miner brings his wide experience in theatre and television into play in working with the trio. He is currently executive-producer of two NBC-TV series -- "Frontier," a realistic type Western drama series and "Medic," dramatizations of factual medical cases.

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NBC-New York, 6/7/56

The American Medical Association (AMA) is a national organization of physicians in the United States. It was founded in 1847 and is the largest medical organization in the world. The AMA's primary purpose is to represent the interests of its members and to promote the highest standards of medical practice. It also provides a variety of services to its members, including continuing medical education, advocacy, and research.

Since 1945, the AMA has been a leading force in the development of medical policy in the United States. It has been instrumental in the passage of many laws and regulations that have shaped the medical profession. The AMA has also been a major player in the debate over health care reform, and it has been a vocal opponent of the Affordable Care Act.

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Continued on p. 6778

June 7, 1956

60 LEADING DEPARTMENT STORES IN U.S. TO COOPERATE
IN "FATHER'S DAY AT 'HOME'" CAMPAIGN

Sixty leading department stores throughout the country will participate in the second annual "Father's Day at HOME," specially designed merchandising campaign tying in the nation's department stores and NBC-TV's HOME (Mondays through Fridays, 11 a.m.-12 noon, EDT).

The promotion was announced jointly today by Murray Heilweil, Merchandising Manager for NBC-TV, and Ted Rogers, producer of "Home." The week-long gift promotion starting June 11 will feature different gift items for America's fathers in five-minute segments of "Home" scheduled at 11:15 a.m., EDT, each day of that week.

During this week preceding Father's Day, "Home" viewers will be shown the names of the 60 cooperating stores in their cities and will be informed that the featured items, as well as other Father's Day gifts, can be purchased at their "Father's Day at HOME" store. Specially designed promotional kits, including display material and suggested advertising mats, have been provided the cooperating stores in "Home's" viewing areas.

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1912

CREDITS FOR 'TOPPER' ON NBC-TV

TIME: Sundays, 7 to 7:30 p.m., EDT.
(A week series of repeat TV
filmed comedies, starting
Sunday, June 10, 1956.)

CAST: Leo G. Carroll, Anne Jeffreys,
Robert Sterling, Lee Patrick
and Thurston Hall.

FORMAT: Situation comedy developed from
Thorne Smith's "Topper" creation.
A whimsical banker, Cosmo Topper,
finds that his newly acquired
home comes equipped with ghosts
(the Kerbys and their dog,
Neil), that only he can see.

PRODUCTION BY: John W. Loveton-Bernard L.
Schubert Productions.

PRODUCER: John W. Loveton.

DIRECTORS: Various.

SCRIPT BY: Various writers.

SPONSOR: Jell-O Division of General Foods.

AGENCY: Young & Rubicam, Inc.

STARTING DATE ON NBC-TV: June 10, 1956.

NBC PRESS REPRESENTATIVE,
(NEW YORK): Al Busse.

(NEW YORK)

At Press.

AND PRESS REPRESENTATIVE,

STANDING DATE ON REC-14

June 10, 1952

Young & Rubicam, Inc.

111-5 Division of General Records

Various Writers

Various

John W. Loveland

Schmiedt Productions

John W. Loveland-Bernard D.

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(the Karpis and their dog.

These scenes equipped with those

finds that his newly acquired

A whistler/ brother, (Came together)

Throne built a "topper" occasion.

Situation comedy developed from

and Emerson Hall.

Robert Sterling, Lee Patrick

Lee D. Garfield, Anne Jeffreys

Monday, June 10, 1952

Times occasion, starting

(A week series of repeat TV

Summary, 7 to 1:30 P.M., HDE.

CREDITS FOR "TOPPER" ON REC-14

June 7, 1956

GEORGE SCHICK JOINS NBC OPERA COMPANY
AS MUSIC CO-ORDINATOR

George Schick has been appointed music co-ordinator of the NBC Opera Company it was announced today by musical director Peter Herman Adler.

Schick comes to the NBC Opera Company from Chicago, where he was associate conductor of the Chicago Symphony for the past six years. Schick will work with Adler in preparing singers for the NBC opera appearances on television and in the theatre. He will also train singers whom the opera company wishes to develop and give more experience.

Schick's long background in opera and symphonic music started in his native city of Prague, where he began conducting at the age of 19. He spent 11 years in charge of opera activities for the State Opera. In 1939, Hitler's invasion made it imperative for him to leave and he went to London and conducted the opening night performance of "The Bartered Bride" at Covent Garden. He also worked with Sir Thomas Beecham in preparing several other operas.

In London he renewed an acquaintance with Rise Stevens whose career had started in Prague. She asked him

(more)

June 1, 1955

GEORGE SCHLICK JOINS THE OPERA COMPANY
AN ARTIST OF REPUTATION

George Schllick has been appointed artistic director of the Chicago Opera Company, it was announced today by the company's director, Robert H. Allen.

Schllick comes to the Chicago Opera Company from Chicago where he was associate conductor of the Chicago Symphony Orchestra for the past six years. Schllick will work with the company of artists for the 1955 season and will also direct the company and in the interim. He will also direct the company when the opera company wishes to perform in the same experience.

Schllick is a young conductor of opera and symphony music who started in his native city of Prague, where he began conducting at the age of 15. He spent 11 years in Europe of opera activities for the State Opera. In 1937, Schllick moved to London and conducted the opera company. He also worked with "The Baroque Project" at the same time. He also worked with the Thomas Mann in 1941 and 1942.

In London he received an appointment with the company where Schllick had worked in Prague. He worked for

2 - NBC Opera

to come to America as her accompanist. During his three years' association with Miss Stevens he also arranged the music for her M-G-M movie "The Chocolate Soldier."

Conducting engagements that followed included the Ballet Internationale, "Yours Is My Heart Alone" on Broadway, the New Opera Company, the Cincinnati Summer Opera, the Baccaloni Opera Company and numerous others. In 1948 he started a several years' tenure as musical director of the Montreal Symphony and became associate conductor of the Chicago Symphony in 1950. During his years there he conducted a cycle of Puccini Operas and gave the first Chicago performance of Bartok's "Bluebeard's Castle." He also conducted the orchestra in a series of TV broadcasts.

He will now make his home in New York City with his wife, a former soprano, and their six-year-old son.

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NBC-New York, 6/7/56

to come to America as her accompanist. During his three
years' association with Miss Stevens he also arranged the
music for her R-G-M movie "The Chocolate Soldier."
Conducting engagements that followed included the
Lafayette International, "There Is My Heart Alone" on Broadway,
the New Opera Company, the Cincinnati Summer Opera, the
Associated Opera Company and numerous others. In 1948 he
started a several years' tenure as musical director of the
Montreal Symphony and became assistant conductor of the
Chicago Symphony in 1950. During his years there he con-
ducted a cycle of French operas and gave the first Chicago
performances of Puccini's "Edmondo's Little". He also
conducted the orchestra in a series of TV productions.
He will now make his home in New York City with his
wife, a former soprano, and their six-year-old son.

NBC-New York, 6/7/55

Attention, Sports Editors

OAK HILL COUNTRY CLUB AT ROCHESTER, N.Y., TO BE MINIATURE 'TV CITY'
FOR NBC TELECAST OF FINAL FOUR HOLES OF PLAY AT NATIONAL OPEN

The Oak Hill Country Club at Rochester, N.Y., which will soon be the nation's "golf city" during the National Open Golf Championship, will also become a miniature "television city" for NBC-TV's coverage of the action at the final four holes on Saturday, June 16 (4 to 6 p.m., EDT).

Almost 50 TV specialists, including producer, directors, announcers, cameramen and technicians, will be on hand to beam golf's Number One event to the millions in the television gallery. The value of the enormous quantity of equipment and the cost of installation is figured at more than \$500,000.

Nine cameras with special telescopic lenses will cover the links play on the 15th, 16th, 17th and 18th holes, with three announcers placed at strategic locations to report the proceedings. Three television mobile units full of complicated transmitting equipment will line the fairways. To carry the telephone and electrical circuits and to keep the television cable out of the way of spectators, 31 telephone poles have been installed along the fairways. A special tunnel was built to carry the TV cable under the 16th fairway.

(more)

HILL COUNTRY CLUB AT HOUSTON, TEX., TO BE REFINISHED BY THE
THE NEW TRAVELERS OF THE HILL COUNTRY CLUB AT HOUSTON, TEX.

The Hill Country Club at Houston, Tex., which will
be the new "Hill Country Club" during the national open golf
tournament. It will also become a national "Hill Country Club"
with coverage of the nation at the national level in Houston.

12 (10-10-57)

Almost 100 specialists, including members of the
Hill Country Club and Houston, will be on hand to meet
a number of guests to the Hill Country Club at Houston, Tex.
The value of the national tournament of Houston and the Hill
Country Club is estimated at more than \$100,000.

With guests with national telephone numbers will arrive the
Hill Country Club on the Hill Country Club and Hill Country Club
members placed at national locations to receive the national
Hill Country Club, which will be completed throughout
Hill Country Club and Hill Country Club. To carry the national
Hill Country Club and Hill Country Club to meet the national level of the Hill
Country Club. The Hill Country Club will be completed along the
Hill Country Club and Hill Country Club. A special national will be held to carry the Hill Country Club

10-10-57

2 - National Open

The cameras will be situated on top of six steel towers, ranging in height from 15 to 35 feet. The tower bases will be fenced to prevent jarring by the crowds. One camera will focus on the terrace of the clubhouse behind the 18th green where Lindsey Nelson, one of the commentators, will interview some of the golfing greats competing in and viewing the tournament.

On Friday, June 15, the day before the telecast, the announcers and technical crew will run through a full two-hour "dress rehearsal" to obtain an estimate of timing and camera action. The actual telecast on June 16 will have the same "actors" as the "dress rehearsal," but the announcers' "lines" will naturally differ since no two golf shots are exactly alike.

Near the clubhouse will be three additional cameras, a mobile unit, another announcer and another cast of players. This is the commercial crew, waiting for signals from the field director to bring the messages from the sponsor, Eastman Kodak Company. Kodak spokesmen have instructed NBC-TV not to interrupt any golf action in order to televise a commercial.

The half-million dollar installation at Oak Hill Country Club will not interfere with the play of the National Open Championship or with the freedom of movement of the spectators attending the event.

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NBC-New York, 6/7/56



TRADE NEWS

A SERVICE OF



JACK TRACY
ROOM 320

2 COPIES X-H

June 8, 1956

INA RAY HUTTON HEADS NEW NBC-TV SHOW WITH HER ALL-GIRL BAND
AND FEMALE GUEST ROSTER, SERIES SPONSORED BY PUREX CORP.

The INA RAY HUTTON SHOW, starring the vivacious blonde entertainer leading her all-girl band, will be presented on NBC-TV starting Wednesday, July 4 (10:30-11 p.m., EDT) and continuing through Aug. 22 in the time-spot of "Midwestern Hayride."

The new series has a variety and musical format. Besides doing the batoning for her 13-girl ensemble, Ina Ray will sing and dance. Guest artists -- all women -- will appear each week to sing with choral groups, perform novelty acts or do recording specialties.

Some of the members of the Hutton Orchestra who will be featured in the musical numbers are: Dee Dee Ball, pianist, who also plays the Hammond organ, the accordion and sings; Mickey Anderson, saxophonist, who doubles on the clarinet and flute, and does comedy and rhythm vocals; Margaret Rinker, drummer, who also specializes in comedy singing and dancing, and Lois Cronin, trombonist, who doubles on the vibraphone.

(more)

2 - 'Ina Ray Hutton Show'

Ina Ray Hutton has been a showbusiness personality since she was seven years old. She formed her first all-girl orchestra when she was 16 and quickly became a top star of the theatre, hotel and nightclub circuits of the nation. Her all-girl show was one of the top television programs on the West Coast several years ago. Miss Hutton is married to Randy Brooks, himself a famous band leader.

The "Ina Ray Hutton Show" will be sponsored by Purex Corporation, Ltd., through the Foote, Cone & Belding agency. The show will originate live in Hollywood. Harold Jovien is the packager and executive producer, and Bob Lehman is the director and co-producer.

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NBC-New York, 6/8/56

The Ray Hudson Show has been a phenomenal personality since she was seven years old. She formed her first all-girl orchestra when she was 15 and quickly became a top star of the theatre, hotel and nightclub circuits of the nation. Her all-girl show was one of the top television programs on the West Coast several years ago. Miss Hudson is married to Randy Brooks, himself a famous band leader. The "The Ray Hudson Show" will be sponsored by Turner Corporation, Inc., through the Route, Gore & Belding Agency. The show will originate live in Hollywood. Harold Jovine is the producer and executive producer, and Bob Schuman is the director and co-producer.

WNCN-New York, 6/8/56

MONITOR

THE NBC WEEK-END RADIO SERVICE

June 8, 1956

ACHIEVEMENT REPORT: NBC RADIO'S "MONITOR" WENT MANY PLACES,
DID BIG THINGS IN FIRST YEAR OF WEEKEND PROGRAM SERVICE

One year has passed since NBC Radio unveiled a new concept of broadcasting.

This was MONITOR the network's revolutionary weekend radio service. Its theme was "going places and doing things."

Since June 12, 1955, when it was introduced to the public, "Monitor" listeners have heard the confession of a regretful killer...Ella Fitzgerald singing the blues at a nightclub...the resounding "ole" of 50,000 Mexican bullfight fans...the explosion of a hydrogen bomb...

They've also heard Bob and Ray poke fun at the world, Henry Morgan satirize it, and Dave Garroway at "peace" with it.

When hurricane-spawned floods devastated some Northeast areas last August, "Monitor" correspondents spent one harrowing weekend in the stricken communities and broadcast 18 on-the-spot reports virtually from the edges of the swirling waters.

It was on "Monitor" that NBC correspondent Bob Lindley reported exclusively that Argentine dictator Juan Peron had fallen from power two weeks before Peron was officially deposed.

(more)

Page 2 of 2

1. The purpose of this document is to provide information regarding the activities of the [redacted] and the [redacted] in the [redacted] area.

2. The [redacted] and the [redacted] have been identified as being involved in the [redacted] activities.

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"Monitor" also has been a major entertainment medium as well as a news center. The weekend radio service has brought its listeners music from the swank nightclubs of the world. Throughout the day, it has played the cream of the nation's popular tunes. At night, it has visited the swank nightclubs of the United States and occasionally other parts of the world. Every Sunday, "Monitor" treats hi-fi fans to a full hour of more serious music.

More than 3,000 celebrities have been guests on "Monitor" in its first year -- from Marilyn Monroe to Presidential aspirant Adlai Stevenson.

During its first year, it has been on the air longer than any other broadcasting program -- radio or television. The total number of hours is 3,792 (up to midnight June 10).

The NBC weekend radio service also has presented 12,000 live pickups and tape recordings of news and feature reports since last June.

"Monitor's" success can be measured in several ways.

On one weekend, a poll by an independent agency showed that more automobiles were tuned in to "Monitor" than to all other network programs combined.

On another weekend, it was estimated that one-fourth of American families had been listening to "Monitor" in their homes.

The NBC weekend radio service also has won several magazine awards. Radio Television Daily called it the "Best Program Idea" and TV-Radio Mirror described it as the "Best Radio Program."

Al Capstaff, executive producer of "Monitor," says the radio service is steadily increasing in popularity. "Because the

(more)

"Monitor" also has been a major contributor to the

as a news center. The national radio network has

there made from the week beginning of the week.

day, it has played the music of the nation's popular songs.

it has visited the same stations of the United States and

domestically other parts of the world. Every Sunday, Monitor

is at 11-12 hours to a full hour of news and music.

More than 2,000 stations have been added to Monitor

in the first year -- from Monitor's former Presidential

in the year.

During the first year, it has been on the air for 24

other broadcasting programs -- radio or television. The

per of hours is 2,400 (up to midnight time).

The NBC network radio service also has provided 12,000

a change and tape recordings of news and feature programs

to the

"Monitor's" success can be measured in several ways.

On one weekend, a poll by an independent agency showed

a more successful week than in the Monitor than for all other

work programs combined.

On another weekend, it was estimated that the Monitor

radio facilities had been listening to Monitor in their homes.

The NBC network radio service also has been

radio service. Radio Television daily called it the best

and the Radio Monitor recorded it as the best radio program.

At present, executive producer of Monitor says the

the service is steadily increasing in popularity.

3 - 'Monitor'

service is so flexible," he points out, "we are able to respond to the public's slightest needs and demands -- and we have. During the next year, "Monitor" will go to many new places, do new things, visit with new people and bring to Radio Central a fresh stream of new personalities and entertainment."

("Monitor" is presented on NBC Radio, Saturdays and Sundays, 8 a.m. to midnight, EDT.)

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NBC-New York, 6/8/56



A SERVICE OF



NOTE TO EDITORS: The attached question-and-answer column by Marie Torre, featuring Robert W. Sarnoff, President of the National Broadcasting Company, appeared in the New York Herald Tribune on June 8. Since this interview bears on matters of interest to television editors everywhere we are passing it along to you for your information.

NBC PRESS DEPT.

TV-RADIO TODAY

By Marie Torre

(Robert W. Sarnoff, President, National Broadcasting Co., answers some pertinent questions on television.)

MR. SARNOFF TAKES THE STAND

What's the future of spectaculars and one shots?

Very good. Spectaculars and one shots are now part of any well rounded television schedule. The success of the spectacular concept is indicated by the fact that all networks have embraced it. The television audience has clearly demonstrated, I think, its acceptance of programs which cut across conventional scheduling.

What's been holding up popular use of color television?

If anything has been "holding up" color, I'd say it was the failure of all elements of the set manufacturing and broadcasting

(more)

industries to rally behind the big color push. Even so, color is moving ahead in orderly fashion. RCA is mass producing color receivers. An increasing number of other manufacturers are tooling up. Both NBC and CBS are turning out important color broadcasts. We hope, beginning this fall, to do at least one hour of major color programming every night of the week. Then, of course, we'll also have the ninety-minute color spectaculars. On evenings when they're scheduled, we'll have as much as two and one-half hours of network color programming.

What progress has been made on the advent of international television?

In a way, we already have it. NBC has linked up, live, Canada, Mexico, the United States, Cuba. Eight nations of Europe are banded together with Eurovision. Right now, our programming people are meeting in Italy with Eurovision executives to work out a plan for tying together the two networks. If things go well, several "Wide Wide World" shows next year will be produced live for Eurovision and kinescoped for showing here.

This, of course, is only a beginning. Live transoceanic television is now technically feasible. It should be with us sooner than we think.

How do you think Perry Como will do opposite Jackie Gleason's hour-long show next season?

Jackie is tough competition in any league -- so tough, in fact, that a lot of people questioned our sanity in placing Perry Como opposite him last year. Well, Perry came up with a top-flight, all-family-appeal show. Top-flight shows with top-flight

(more)

...to fully explain the big color wash. Even so, color is
...in order to explain. ... is more productive when
... is increasing number of other organizations are looking
... and ... are turning out important color products.
... beginning this fall, ... and ... of major color
... every night of the week. Then, of course, will also
... color ... the ... and ... there
... have as much as two and one-half hours of network
... programming.

What program has been made in the course of ...

National television

In a way, we already have it. ... have ...
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... and ...

This, of course, is only a beginning. ...
... is now technically feasible. It should be with ...
... we think.

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... shows with ...

stars like Perry Como do well wherever they're slotted. Perry, in my judgment, will do equally well next year regardless of the competition.

Are there any new NBC programming concepts for next season?

You've heard of our projected "Telescope" series. This is an exciting, new concept that will move our cameras around the globe. We hope to do "Maurice Chevalier's Paris." And we're thinking of a television study of "The Anatomy of the Cold War" and "This Planet Earth" -- all under the broad program umbrella of "Telescope." Then, we're planning a new film series on the Ten Commandments in color, each film to be scripted by an eminent literary figure. These are just two examples -- we'll have more to reveal later.

What do you think of the rating systems?

I think the various systems have great value when used as they were originally intended -- as yardsticks to measure audience trends, shifts and flows. In the hands of research experts they become valuable tools.

But ratings are not the end-alls of television. They don't measure program impact or sales impact. They don't tell you how attentive or how enthusiastic your audience was.

What's your honest opinion of TV reviewers?

This is a loaded question if ever I saw one. I'll answer it first by suggesting that most of us in this industry share one feeling toward our critics. The critic who really likes the medium can be, and is, helpful to it -- whether he praises or condemns. But

(more)

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Are there any new ...

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the critic who doesn't like it shouldn't be around it. I wouldn't hire a Hollywood director, however brilliant, to produce one of our shows if he had a fundamental distaste for television. I don't think a newspaper publisher should hire as a television critic a reporter who frankly dislikes it.

You know as well as I, that there are some television reporters, a small minority, who make no bones about their distaste for the medium. Perhaps they would be happier on a police beat or covering a Moroccan uprising. In any event, I believe they serve neither themselves, nor television, by staying with it. When they get choleric over what they see, and when we get ulcers over what they write -- then a divorce is obviously indicated. But to those who criticize constructively, to those who season their barbs with a pinch of understanding of what we are attempting to do, I say this: we read you, we respect your suggestions, we act on them when it is possible.

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NBC-New York, 6/8/56

It is not a matter of life or death to me. I would not
be a Hollywood director, however brilliant, as producer and as actor
it has had a fundamental distrust for television. I don't think
paper publisher should hire as a television artist a reporter
Frankly dislikes it.

You know as well as I, that there are some television
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write -- then a divorce is obviously indicated. But to those
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of understanding of what we are attempting to do, I say total
ad you, we respect your suggestions, we act on them when it is
dis.

WDC-New York, 6/8/55



A SERVICE OF



JOSEPH V. HEFFERNAN, FINANCIAL VICE PRESIDENT OF NBC, RECEIVES
INDIANA UNIVERSITY'S DISTINGUISHED ALUMNI SERVICE AWARD

FOR RELEASE TO A.M. NEWSPAPERS MONDAY, JUNE 11, 1956

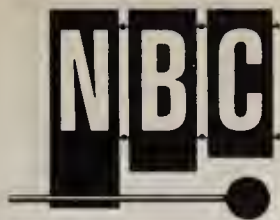
Bloomington, Indiana, June 9 -- Joseph V. Heffernan, Financial Vice President of the National Broadcasting Company, received the Distinguished Alumni Service Award of Indiana University at the annual Alumni luncheon held today during Commencement exercises.

The award was established in 1953 "to provide recognition of outstanding achievements by Indiana University men and women in their chosen fields of endeavor and of significant contributions benefiting city, state and nation."

Mr. Heffernan was graduated in 1930 from the Indiana University Law School. He became Financial Vice President of NBC in April, 1951, after 16 years of service with RCA. He was Vice President and General Attorney of RCA when he joined NBC.

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NBC-New York, 6/8/56



TRADE NEWS

A SERVICE OF



THOMAS W. SARNOFF IS ELECTED A DIRECTOR OF KAGRAN CORP.

FOR RELEASE MONDAY, JUNE 11

Thomas W. Sarnoff, Director of Production and Business Affairs for NBC's Pacific Division, has been elected a director of the Kagran Corp., Emanuel Sacks, chairman of the board of the NBC subsidiary, announced today.

Mr. Sarnoff joined NBC as assistant to the Director of Production and Finance, Pacific Division, in October, 1953, prior to which he held production assignments at ABC Television and MGM Studios. He was educated at Princeton and Leland Stanford Universities, graduating from the latter after serving for two years in the U.S. Army Signal Corps during World War II.

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NBC-New York, 6/8/56



A SERVICE OF



June 8, 1956

NBC'S JAMES NELSON TO REPRESENT U.S. BROADCASTING NETWORKS
AT UNESCO PARIS MEETING ON INTERNATIONAL FILM EXCHANGES

James Nelson, Manager of Programming for NBC-TV's "Project 20" series, will represent this country's broadcasting networks at the UNESCO meeting of experts in Paris, France, called to study the needs for establishing international film exchanges in New York and Paris.

The meeting called by Dr. Luther Evans, Director General of UNESCO (United Nations Educational, Scientific and Cultural Organization), will be held from June 13 through June 20.

The purpose of the international film exchanges will be to increase cooperation between films and television by removing the barriers of inaccessibility and of cost. More than 40 delegates from countries throughout the world are expected to convene in Paris for the overall purpose of stimulating the development of television as a medium for the promotion of international understanding among producers and distributors in film and TV organizations.

In addition to Mr. Nelson, who attended the initial UNESCO conference called for this purpose in Tangier last September, other American delegates to the Paris meeting will include: Maurice Mitchell, President of Encyclopedia Britannica Films; Frederick Long, Program Manager of the United States Information Agency; and Richard Brenner Hull, Director of Radio and Television for Iowa State College.

Mr. Nelson lives with his family in Rumson, N.J.

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'PORTO-VISION' (ULTRA-PORTABLE TV RECEIVER) WILL ENABLE CONVENTION DELEGATES TO SEE EACH OTHER (AS THEY CONVERSE) DURING NBC COVERAGE

A "Through the Looking Glass" bit of wonderment will be introduced to the NBC News coverage of the political conventions this August in the form of "Porto-Vision."

So dubbed by its originator, coordinating director Jack Sughrue, "Porto-Vision" involves the use of an ultra-portable television receiver and will enable prominent political figures to see each other while they talk to each other -- and enable the nation's viewers to see them indulging in this fanciful procedure.

Here's an imagined potential example: During the Democratic Convention in Chicago (Aug. 13 to 20) former President Harry S. Truman arrives at the airport. An NBC reporter confronts Mr. Truman with the portable receiver which is being split-screened at the time to show him himself on one half and Sen. Stuart Symington, who is in Convention Hall, on the other half. Sen. Symington, watching a monitor in the Hall, sees the same split image.

The two are connected by audio too, so a conversation going something like this can be anticipated:

SEN. SYMINGTON: "Welcome to Chicago, sir, you're looking great. I'd like to talk with you as soon as possible -- we're going to poll the Missouri delegation in about an hour."

MR. TRUMAN: "Fine. I'm going straight to my hotel so come on over."

There are, of course, unlimited variations possible on this theme and NBC News will have several portable receivers and 40 television cameras on hand at each convention to explore the variations.

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NBC-New York, 6/8/56

NO-VISION' (ULTRA-FORMAL TV-REVIEW) WILL FINISH COVERING
WATER TO SEE EACH OTHER (AS THEY COVERED) DURING THE COVERAGE

A "Through the Looking Glass" bit of commentary will be
based on the NBC News coverage of the political negotiations
August in the form of "Horse-Station."

So dubbed by its editor, contributing director Jack
Trotter, "Horse-Station" involves the use of an ultra-formal
on receiver and will contain political material to be
ofset while they talk to each other -- and inside the nation's
own to see them indulging in this political process.

There is an imagined political camera; during the
political conversation in Chicago (Aug. 10 to 20) former President
J. F. Truman arrives at the airport. An NBC reporter confers
Truman with the political reporter who is asked what-
ever else to show his interest in the talk and then, finally,
Truman, who is in conversation with the other side, will
watching a monitor in the hall, and the other side will
The two are connected by a line, so a conversation will
ending like this and so on.

SEN. SYMINGTON: "Relations to others, all good looking
at. I'd like to talk with you as soon as possible -- after 8:00
p.m. the Missouri delegation is ready to go."

MR. TRUMAN: "Fine. The other element is my hotel and some
over."

There are, of course, various variations possible on this
and NBC News will have several pictures of the scene and its
on camera or have at each location to explain the situation.



COLOR TELEVISION NEWS

A SERVICE OF



NBC COLOR TELECAST SCHEDULE

Week of June 17 -- 23

Sunday, June 17

5:00-5:30 p.m., EDT -- ZOO PARADE -- First in a series of 11 repeat showings of color films from last year's African Safari. Today's episode is entitled "The Serengeti Plains Migration."

7:30-9:00 p.m., EDT -- THE SUNDAY SPECTACULAR PRESENTS "THE BOB HOPE SHOW." Bob's star roster includes Betty Grable, Steve Allen, George Sanders, Dorothy Lamour, Marilyn Maxwell and special guest Jane Russell.

Tuesday, June 19

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "Guest Cottage," a play by William McCleery.

Wednesday, June 20

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "For-saking All Others," a narrative poem by Alice Duer Miller adapted for TV by Peggy Phillips.

10:00-10:30 p.m., EDT -- THIS IS YOUR LIFE, with host Ralph Edwards.

(more)

2 - NBC Color Telecast Schedule

Thursday, June 21

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "Love,
Honor and O'Day," by Eileen and Robert Mason Pollock.

Friday, June 22

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "The
Damask Cheek," adapted for TV by Theodore Apstein
from John Van Druten's play.

THE FOLLOWING PROGRAMS WILL APPEAR ON WRCA-TV ONLY:

Monday	8:55- 9:00 a.m. -- WRCA-TV WINDOW
	9:20- 9:40 a.m. -- JOSIE'S KITCHEN
through	9:55-10:00 a.m. -- WRCA-TV WINDOW
	11:25-11:30 a.m. -- WRCA-TV WINDOW
Friday	1:50- 2:00 p.m. -- JINX'S DIARY
	11:10-11:15 p.m. -- TEX ANTOINE

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NBC-New York, 6/8/56

Thursday, June 21

3:00-4:00 p.m. -- NBC MATINEE THEATRE -- "The
Honor and O'Leary" by Elmer and Robert Mason Holbrook.

Friday, June 22

3:00-4:00 p.m. -- NBC MATINEE THEATRE -- "The
Danish Cheek," adapted for TV by Theodore A. Brown
from John Van Druten's play.

THE FOLLOWING PROGRAMS WILL APPEAR ON WEEK-TV ONLY:

6:00-6:30 a.m. -- NBC-TV WINDOW	Monday
9:00-9:30 a.m. -- COLE'S KITCHEN	
9:30-10:00 a.m. -- NBC-TV WINDOW	through
11:00-11:30 a.m. -- NBC-TV WINDOW	
1:00-2:00 p.m. -- LINDA'S DIARY	Friday
11:10-11:15 p.m. -- THE MATINEE	

NBC-NYT, O'Leary

FUTURE 'PROJECT 20' SHOWS TO BE DISCUSSED ON 'TWISTED CROSS' TELECAST

A capsule preview of "The Jazz Age," a show not to be telecast by NBC until February, 1957, will be presented by the network following the repeat showing of THE TWISTED CROSS Tuesday, June 12 (NBC-TV, 8-9 p.m., EDT). Viewers will hear the voice of the late Fred Allen speaking the commentary in the story of the 1920s with its revolution in manners and morals in the United States. It was his last major performance.

Since the 54-minute-long "Twisted Cross" is being repeated on a sustaining basis -- the first performance was sponsored -- the normal six minutes of commercial time will be given in a block at the end of the program to a small separate show about "Project 20" itself. "The Twisted Cross," which tells the story of Adolf Hitler's rise and fall (as re-created by "Project 20" almost wholly through hitherto-impounded German news film) is being repeated in response to nationwide requests from the press and the general TV audience.

Alexander Scourby, narrator of "The Twisted Cross" and various other "Project 20" films, will be the speaker and will introduce film clips on past and future "Project 20" programs. He will say: "The drama of history as we have lived it in this 20th Century is the theme of 'Project 20' -- the 20th Century, its people and its events, its progress and failures, its terrors and magnificent achievements -- its meaning."

He will announce "The Great War" as the next "Project 20" event scheduled for October, and a parable of freedom as yet untitled, scheduled for December, symbolically based on Austria's recent return to independence, heralded by the re-opening of the Vienna State Opera.

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NBC-New York, 6/8/56



TRADE NEWS

2 COPIES X-H

A SERVICE OF



June 11, 1956

ONE OF FUNNIEST THINGS UNDER THE SUN--'ERNIE KOVACS SHOW'--BECOMES
NIGHTTIME SERIES, TOO, WITH ALL STARS GLEAMING IN MONDAY FIRMAMENT

Ernie Kovacs current crop of loyal fans (which includes kaffee-klatsching housewives, small boys recovering from measles, cosmopolites of all ages, and most everyone else who digs suave buffoonery at mid-morning) will soon be joined by those legions who watch TV only at eventide.

On Monday, July 2, the cigar-smoking comedian begins a new series, also titled THE ERNIE KOVACS SHOW, on NBC-TV at 8-9 p.m., EDT, three out of four Summer Mondays (in the time-spot of "Caesar's Hour"). Ernie explains that the title, which is the same as his day-time show (NBC-TV, Mondays through Fridays, 10:30 a.m., EDT), was chosen because he's had a vast quantity of business cards printed that way, and "waste not, want not."

His gorgeous blond wife Edie Adams will also shine on the new series as both vocalist and comedienne. (Chances are good that the two Kovacs daughters, Betty, 9, and Kippy, 7, may appear, too.) As Ernie says, "Waste not, want not."

The format? That's a term Kovacs normally shies from. When he began his daytime series last December, an NBC executive explained it would be "A potpourri in which Ernie will be free to

(more)

2 - 'The Ernie Kovacs Show'

roam, with elbow room to utilize all his wonderful satirical talents as well as his skill in 'TV technical humor' -- laughs built on using camera and other mechanical tricks."

That's pretty much the story with the new evening shows. There will be comedy sketches with the usual cast of Kovacs' Kultured Kharacters, including Percy Dovetonsils the loveable poet with the fussy mannerisms and great, tender, myopic eyes; Uncle Gruesome, the kindly old gentleman who reads fairy tales designed for morbid children; Howard -- the World's Strongest Ant, and of course, Ernie's puppet show, "The Kapusta Kid -- In Outer Space," which has been described variously as "funnier than Bugs Bunny" (by a six-year-old girl) and "an exquisite satire" (by a Yale philosophy professor).

Also featured will be Edie Adams' own shattering satires on sundry Hollywood movie queens and her Cloudy Fair -- the weather forecaster who can't tell an isotherm from an icicle, but is so utterly charming that no one cares.

Musical backgrounds will be under the baton of Harry Sosnik, veteran director, arranger and composer.

Henry Lascoe, the actor-comedian seen frequently on Kovacs' daily shows, will be a permanent member of the nighttime family. Lascoe has appeared on the major network TV dramatic shows, is currently starring in the Broadway hit "Fanny," and was seen with Edie Adams in the recent musical comedy, "Wonderful Town."

Scheduled for the first show (July 2) will be the young duo-piano team Ferrante and Teicher. They're artists who divide their time evenly between concert stage and teaching at Julliard School of Music.

(more)

with elbow room to utilize all his remarkable technical talents
I as his skill in my technical humor -- I laugh with him
concern and other mechanical tricks.
That's pretty much the story with the new evening show.
will be comedy sketches with the usual cast of Koster
ed characters, including Jerry Hoverson, the Jewish boy
he funny mannerisms and great, tender, loving eyes. Uncle
we, the kindly old gentleman who reads fairy tales designed for
children, Howard -- the world's prettiest Aunt, and a number
s puppets show "The Koster Kid -- I'm a Koster" which has
associated with us "Koster's Krazy Kapers" (a 15-minute
and "an excellent series" (by a Koster's Krazy Kapers)
Also featured will be Edie Adams, and her sister
Edie Koster, who is the new Koster Kid -- the new
Koster who can't tell an honest truth to Koster, but is so
ly, Koster that he can't.
Koster's Krazy Kapers will be shown the first of Koster's Krazy
no director, Koster and Koster.
Koster's Krazy Kapers, the Koster-Krazy Kapers (Koster's Krazy Kapers)
show, will be a permanent member of the Koster's Krazy Kapers.
e has appeared on the major network TV shows, and
ally starting to the Koster's Krazy Kapers, and will soon be
Adams is the Koster's Krazy Kapers, "Koster's Krazy Kapers".
Koster's Krazy Kapers (July 2) will be the Koster's Krazy Kapers.
from Koster's Krazy Kapers. The Koster's Krazy Kapers was Koster's Krazy Kapers
Koster's Krazy Kapers and Koster's Krazy Kapers.

3 - 'The Ernie Kovacs Show'

According to producer Perry Cross, the new "Ernie Kovacs Show" will feature guest stars of the Ferrante and Teicher calibre, as well as fresh, young talent in the fields of singing, dancing and comedy.

"We want to try out a lot of new ideas," says Cross, "and while we're not abandoning the tested, tried and true features of a comedy-variety show, altogether, we're going to break a lot of rules and see what happens."

As on all his previous radio and TV shows, Kovacs will assume the major share of writing chores. But as usual he'll listen to and take suggestions from everyone connected with the show, from director Barry Shear right down to the stagehand who supplies his cigars.

The nighttime "Ernie Kovacs Show," will originate at New York's Century Theatre, and will have a studio audience. About the sets? It's still up for grabs whether Ernie will move his "castle," complete with suits of armour and ancient jousting weapons, from the studio where his morning show is done. "I might try something different this time," he muses, "maybe a small-scale replica of Buckingham Palace." Set designers Herb Andrews and Burr Schmidt are still taking quantities of tranquilizer pills to get over that notion.

That's the word to date. By the time the first show hits the nation's TV screens on Monday, July 2, Ernie may have decided to do the whole thing sitting in a mulberry tree.

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NBC-New York, 6/11/56



COLOR TELEVISION NEWS

A SERVICE OF



FOUR SPONSORS ANNOUNCED FOR 'BOB HOPE SHOW'
COLORCAST ON 'SUNDAY SPECTACULAR' JUNE 17

Sponsors for SUNDAY SPECTACULAR PRESENTS 'THE BOB HOPE SHOW' June 17 (NBC-TV, 7:30-9 p.m., EDT, in color and black and white) are the U.S. Rubber Co., through the Fletcher D. Richards Inc., advertising agency of New York; the Maybelline Co., through Gordon Best and Co. of Chicago; the National Savings and Loan Foundation, Inc. through McCann-Erickson Inc., of New York and Skol through the J. Walter Thompson Co., of New York.

NBC-New York, 6/11/56

CREDITS FOR THE 'PATTI PAGE SHOW' ON NBC-TV

TIME: NBC-TV, Saturdays, 8 to 9 p.m., EDT,
four weeks, beginning June 16, 1956.

STAR: Patti Page

FORMAT: Musical show with comedy and dancing, and
headliners as guests. The Spellbinders,
choral and dancing group, are permanent
members of the cast.

PRODUCER: Norman Frank

ASSOCIATE PRODUCER: Henry Howard

DIRECTOR: Grey Lockwood

TECHNICAL DIRECTOR: Henry Bomberger

WRITERS: Bob Corcoran and James Shelton

MUSIC DIRECTOR: Carl Hoff

SCENIC DESIGNER: Don Shirley

COSTUME DESIGNER: Michi Weglyn, and Joe Fretwell Jr. (for
Miss Page)

TECHNICAL SUPERVISOR: Jerry Cudlipp

UNIT MANAGER: Vernon Hammer

EXECUTIVE PRODUCER: George F. McGarrett

SPONSORS AND AGENCIES: Armour and Company (Tatham-Laird, Inc.),
Kleenex (Foote, Cone and Belding), Gold
Seal (Campbell-Mithum, Inc.), The Toni
Company (North Advertising Agency),
Noxzema Chemical Company (Sullivan,
Stauffer, Colwell & Bayles, Inc.), and
The Sunbeam Corporation (Perrin-Paus Co.).

ORIGINATION: Century Theatre, New York

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NBC-New York, 6/11/56

NBC-TV, MANHATTAN, N. Y. 10017, EDT.
Four weeks, beginning June 15, 1954.

First year

Initial show with comedy and drama, and
involvement of guests. The production
values and acting quality are excellent.
Comments of the staff.

General Manager

Associate Producer

Editor

Technical Director

Art Director and James Graham

Costume Designer

Music Supervisor

Visual Effects and Joe Fawcett, Jr. (for

Visual Effects)

Visual Effects

Visual Effects

Visual Effects

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Attention, Sports Editors

CREDITS FOR NATIONAL OPEN GOLF CHAMPIONSHIP TELECAST ON NBC-TV

TIME AND DATE: NBC-TV, Saturday, June 16,
4 to 6 p.m., EDT.

PROGRAM COVERAGE: Action at the final four
holes of the 56th Annual
National Open Golf
Championship at Oak Hill
Country Club, Rochester,
N.Y. This is the third
consecutive year that
NBC-TV has covered the
event. Nine television
cameras will be used for
the telecast.

COMMENTATORS: Lindsey Nelson, Bud Palmer
and Jim Simpson.

PRODUCER: Perry Smith

DIRECTORS: Harry Coyle and Jack Dillon

SPONSOR: Eastman Kodak Company

AGENCY: J. Walter Thompson Company

NBC PRESS

REPRESENTATIVE,

NEW YORK: Bob Goldwater

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NBC-New York, 6/11/56

: 55-100-5017

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1990 年 10 月 1 日

THEORY OF MATHEMATICS

THE UNIVERSITY OF CHICAGO



TRADE NEWS

A SERVICE OF



NANCY HERBERT
ROOM 320

2 COPIES X-H

June 12, 1956

DR. BERGAN EVANS' "DOWN YOU GO" IN "BIG SURPRISE" SUMMER TIME-SPOT--
ARTHUR TREACHER, HILDY PARKS AND JIMMY NELSON ARE PANELISTS

DOWN YOU GO, panel quiz game emceed by Dr. Bergan Evans, starts on the NBC-TV network Saturday, June 16 (7:30-8 p.m., EDT) in the Summer time-spot of the "Big Surprise." Speidel Corporation, through the Norman, Craig & Kummel agency, and Purex Corporation, through Weiss & Geller, are the sponsors. They also sponsored "Big Surprise."

Panelists include Arthur Treacher, star of stage, screen, radio and TV; actress Hildy Parks, and ventriloquist Jimmy Nelson and his various "people" -- among whom are an impish character named Danny O'Day, and a dog who answers to the name of Farfel.

Dr. Evans is Professor of English at Northwestern University and a former Rhodes scholar. He has degrees from Harvard and Oxford and is the author of a number of books, including a dictionary to be published next January by Random House.

The "raw material" for the show is provided by the home viewers, who send in well-known phrases to try to stump the experts. For each phrase used, the sender receives \$25.

(more)

2 - 'Down You Go'

The panelists must try to guess the letters which spell out the phrases. They are given four seconds for each letter in the phrase (example: if the phrase contains 10 letters, the time limit would be 40 seconds). If the panel cannot guess the phrase, the sender's money is doubled.

At the end of the show, the panelist who has been stumped most often during the game is given a "penalty puzzle" which he alone must solve. If he fails, the senders of all the phrases used on that show (average of eight to ten each program) will have their money doubled again. A sender whose phrase fooled the panelists would thus get \$100.

Home viewers are "let in" on the phrases under discussion, while the panelists get only verbal clues, which are frequently couched in jocular language.

From time to time well-known personalities will appear on the program as surprise guests suggested by viewers. They will be visible to the panelists only by profile on a "shadowgraph," or scrim. The panel will then have to work out the letters of the guest's name.

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NBC-New York, 6/12/56

CREDITS FOR 'DOWN YOU GO' ON NBC-TV

TIME: Saturdays, 7:30-8 p.m., EDT, beginning
June 16 (in Summertime spot of "Big
Surprise").

MASTER OF CEREMONIES: Dr. Bergan Evans

PANELISTS: Arthur Treacher, Hildy Parks and Jimmy
Nelson and his "friends."

FORMAT: Panel quiz game in which panelists try to
guess letters of well-known phrases sub-
mitted by viewers. Panelists are given
verbal clues and a time limit of four
seconds for each letter contained in
phrase. Senders get \$25 for each phrase
used; this is doubled -- and redoubled --
if phrase stumps experts.

PACKAGER: Louis G. Cowan, Inc.

EXECUTIVE PRODUCER: Steve Carlin

PRODUCER: Shirley Bernstein

ASSOCIATE PRODUCER: Joseph Stuhl

DIRECTOR: Seymour Robbie

SPONSORS: Speidel Corporation and Purex Corporation.

AGENCIES: Norman, Craig & Kummel (Speidel)
Weiss & Geller (Purex)

ORIGINATION: NBC Studios, Radio City, New York.

NBC PRESS CONTACT: Gene Lushbaugh
(New York)

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PRODUCED BY: [Name] [Address] [City] [State] [Zip]

Copyright © 1964 by [Name]

Printed in the United States of America

Revised 1964

THE [Name] COMPANY, INC., [Address]

Attention: [Name], [Address]

Phone [Number]

Telex [Number]

Radio [Number]

Teletype [Number]

Post Office [Number]

Post Office [Number]

Post Office [Number]

Post Office [Number]

Post Office [Number]

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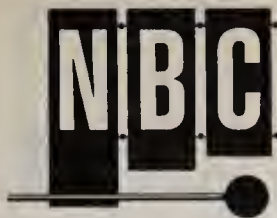
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TRADE NEWS

A SERVICE OF



June 12, 1956

'THIS IS SHOW BUSINESS' TO START JUNE 19 ON NBC-TV
INSTEAD OF 'PAUL WHITEMAN SHOW'

THIS IS SHOW BUSINESS will be presented on various Tuesdays starting June 19 (NBC-TV, 8:30-9 p.m., EDT) instead of the previously announced "Paul Whiteman Show."

The popular program of variety acts and a panel of headliners to whom show business figures bring their "problems" for solutions, was formerly featured on another network. Complete details will be announced soon.

"This Is Show Business" was created by Irving Mansfield, who also will produce the new series, which will be sponsored by Hazel Bishop "Once-A-Day Cosmetics." Raymond Spector Co., Inc., is the agency. The programs will originate in the NBC Century Theatre, New York City, and will be presented June 19, 26; July 10, 17, 31; Aug. 7, 28 and Sept. 11.

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A SERVICE OF



June 12, 1956

CHIEF OF NAVAL OPERATIONS CONGRATULATES NBC
FOR 'ANTARCTICA: THIRD WORLD' TELECAST

Admiral Arleigh Burke, USN, Chief of Naval Operations, has sent a message of congratulations to Robert W. Sarnoff, President of the National Broadcasting Company, for NBC-TV's May 27 presentation of ANTARCTICA: THIRD WORLD -- THE RACE AGAINST NIGHT.

Mr. Sarnoff's reply expressed the hope that NBC can arrange with the Navy for further coverage of "Operation Deepfreeze" in order that two or three additional programs might be produced over the next 12 months.

Admiral Burke's message stated: "My sincere appreciation and congratulations to the National Broadcasting Company for their excellent presentation on Sunday 27 May of 'Operation Deepfreeze One' entitled 'The Race Against Night.' The dramatic true story in pictures and sound of this operation as described and photographed by William Hartigan was a credit to NBC and to the U.S. Navy and, in bringing this story to the American public, a fitting tribute to the courage and the determination of the personnel who are participating in this under-

(more)

2 - 'Operation Deepfreeze'

taking. In one of the oldest traditions of the Naval Service in recognizing a job accomplished in an exemplary manner, I wish to extend to the National Broadcasting Company and its news division and to William Hartigan a sincere and heartfelt 'well done'."

Mr. Sarnoff replied: "I appreciated your comments concerning our television program on the coverage of American Naval Operations in the Antarctic. Everyone at NBC is proud of the two productions filmed by William Hartigan and presented by NBC News. I am passing along your 'well done' to all concerned.

"This story is so vast and of such continuing interest that we hope to arrange with the Navy for further coverage of 'Operation Deepfreeze' in order that two or three additional programs might be produced over the next 12 months.

"May I express NBC's thanks to you and your colleagues in the Navy for the splendid cooperation afforded our News Department in the preparation, editing and presentation of the program."

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NBC-New York, 6/12/56

1992-1993



COLOR TELEVISION NEWS

A SERVICE OF



ADDITION TO COLOR TELECAST SCHEDULE

The GORDON MACRAE SHOW will be telecast in color and in black and white on Monday, June 18, 7:30 to 7:45 p.m., EDT.

MANY ACTORS EARN RETURN ENGAGEMENTS ON 'MATINEE THEATER'

There's no stock company as such for the NBC MATINEE THEATER (NBC-TV, Mondays through Fridays, 3-4 p.m., EDT, in color and black and white) but five full-hour plays a week provide scope for so many actors that several have had repeat engagements in the first six months of the series.

Buck Young, an extra, leads the list with 15 appearances. Lamont Johnson, who was an established TV star before he became one of the directors of "NBC Matinee Theater," has appeared eight times.

Others are Jimmy Baird, seven times; Chester Stratton, Robert Karnes, John Eldredge, John Hoyt, Karen Sharpe, Katharine Warren and Irene Hervey, six each; and Addison Richards, Tudor Owen, Stan Adams, Bill Allyn, Doug Kennedy, William Green and Cynthia Baxter, five each.

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NBC-New York, 6/12/56

THE UNIVERSITY OF CHICAGO
DEPARTMENT OF CHEMISTRY
540 SOUTH EAST ASIAN AVENUE
CHICAGO, ILLINOIS 60607
U.S.A.

RECEIVED: 1977
FROM: [illegible]
SUBJECT: [illegible]
[The following text is extremely faint and largely illegible. It appears to be a letter or report containing several paragraphs of text, possibly discussing chemical research or a specific project. Key words like "received", "from", and "subject" are visible at the beginning of the main body of text.]

SENATOR KEFAUVER TO 'MEET THE PRESS'

Senator Estes Kefauver, candidate for the Democratic nomination for President, will MEET THE PRESS Sunday, June 17 (on NBC-TV, 6-6:30 p.m., EDT; on NBC Radio, as a part of "Monitor," 6:35-7 p.m., EDT). He will be questioned by Martin Hayden of the Detroit News, Marquis Childs of the St. Louis Post-Dispatch, Carlton Kent of the Chicago Sun-Times and Lawrence E. Spivak, producer and permanent panel member. Ned Brooks will be the moderator.

NBC TRADE NEWS

ROY ROGERS, DALE EVANS ADD KOREAN WAR ORPHAN TO FAMILY

LOS ANGELES, June 12 -- NBC-TV stars Roy Rogers and Dale Evans, who have been supporting 15 Korean orphans in Korea, will add another little girl to their family circle when they greet four-year-old In Ae Lee on her arrival at Los Angeles' International Airport today.

Arrival of In Ae Lee and the other Korean waifs, destined for adoption by American families and ranging in age from 18 months to six years, was delayed for two weeks when six of them contracted measles enroute from Korea to Tokyo and were forced to wait in Tokyo.

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THE UNIVERSITY OF CHICAGO

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SEN. MAGNUSON TO SPEAK AT NEW SEASON'S FIRST MEETING
OF N.Y. CHAPTER, ACADEMY OF TV ARTS AND SCIENCES

Faye Emerson and Henry S. White, co-chairmen of the activities program committee of the New York Chapter of the Academy of Television Arts and Sciences, announce that Senator Warren G. Magnuson (D.-Wash.) will be the speaker at the first Chapter meeting of the new season, a luncheon at the Harvard Club in New York, Tuesday, June 26, at 12:15 p.m.

The speaker will be introduced by Ed Sullivan, chairman of the New York chapter. Following the talk there will be an open forum.

Members are requested to make their reservations with the activities committee at 147 East 62 Street, New York City, by Friday, June 22. (Telephone: TE 8-5530.) Each member may bring one guest.

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NBC-New York, 6/12/56

GEN. WASHINGTON TO SPEAK AT THE NEW YORK'S FIRST MEETING
OF N.Y. CHAPTER, ACADEMY OF TV ARTS AND SCIENCES

Raye Emerson and Henry J. White, co-chairmen of the
activities program committee of the New York Chapter of the
Academy of Television Arts and Sciences, announce that General
James H. Doolittle (D. Wash.) will be the speaker at the first
chapter meeting of the new season, a luncheon at the Waldorf
Astoria in New York, Tuesday, June 20, at 12:15 P.M.

The speaker will be introduced by Ed Sullivan, chair-
man of the New York chapter. Following the luncheon will be
an open forum.

Members are requested to make their reservations with
the activities committee at 347 East 62 Street, New York City.
by Friday, June 22. (Telephone: WE 2-3322) Reservation fee
being one dollar.

NEW YORK, 5/15/50



TRADE NEWS

A SERVICE OF



June 13, 1956

'STEVE ALLEN SHOW' STARTS ON NBC IN SUNDAY (8-9 P.M., EDT)

TIME-SPOT ON JUNE 24 WITH ROSTER OF HEADLINE GUESTS

Early-to-bed televiewers at last will be able to form their own opinions of the personality of Steve Allen and his way with guests when THE STEVE ALLEN SHOW has its initial presentation over NBC-TV, Sunday, June 24 (8-9 p.m., EDT). The new program will be seen in that time slot thereafter three Sundays out of four. (The "Sunday Spectacular" is seen on the fourth Sunday.)

Steve's guests for the premiere will be the Will Mastin Trio starring Sammy Davis Jr.; Kim Novak, Vincent Price, Wally Cox, Dane Clark, Bambi Linn and Rod Alexander. Skitch Henderson, directing a 29-piece orchestra, and announcer Gene Rayburn will be the only regulars in the lineup.

Other regulars from the NBC-TV "Tonight" show, in which Allen stars, also will participate on selected dates.

Allen stated there will be no set formula. "I always have been unhappy in any program that has a format," he said. But several of the most popular features of "Tonight" will be retained. They include the "crazy" shots in which, for instance, Allen may be playing the piano but the cameras focus on a series of completely

(more)

unrelated subjects until the final "payoff" shot which returns to an offbeat view of Allen.

Another feature retained will be Allen's "straight" reading of angry letters to the editor, taken unedited from newspaper columns with only the "names changed to protect the innocent."

A continuing sketch called "The Coward," a satire on the most exaggerated of "whodunit" TV dramas, with Steve in a trench coat as the incomparable sleuth, will be presented frequently. Allen, as always, will try for effective comedy performances from actors and actresses not known as comedians. He plans such a sketch with screen star Kim Novak on the premiere.

Another skit on the opening program will be a jam session in which Allen will participate with the Mastin Trio and some additional instrumentalists. Steve also will sing -- with Sammy Davis Jr. -- a duet of "The Death of the Blues," a song written by Steve to satirize the rock 'n' roll fad.

Skitch has composed special music for a ballet by Bambi Linn and Rod Alexander in which they will dance on the rooftops adjoining the Hudson Theatre in New York, (where the program will originate), and up and down fire escapes there.

There will be remote pickups somewhat in the "Wide Wide World" manner, touching on an unlimited range of topics. The entire show will be live and all performers participating will be integrated to a skit with Steve. Allen promises that he won't abandon informal unplanned dialogue; there will be many ad libs between the planned scenes.

(more)

He will keep his show flexible, fluid and topical, he states, with plenty of room for new personalities to prove their merit.

Allen will continue to emcee "Tonight" Wednesdays, Thursdays and Fridays (11:30 p.m.-1 a.m., EDT). Sleep? He says: "I probably get more sleep than the people who watch the 'Tonight' show." He says he's in bed everyday from 4 a.m. to 1 p.m.

Jules Green will be executive producer of "The Steve Allen Show" and Bill Harbach the producer. Dwight Hemion will direct. Stan Burns, Herb Sargent -- and Steve Allen, himself -- will write the show. Alan Courtney is the NBC program supervisor.

Sponsors and their agencies are the Brown and Williamson Tobacco Corp. through Ted Bates and Co., of New York; Avco Manufacturing Corp., through Compton Advertising, Inc. of New York, and the Andrew Jergens Co., through Robert W. Orr and Associates, Inc., of New York.

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NBC-New York, 6/13/56



TRADE NEWS

A SERVICE OF



June 13, 1956

'TODAY,' 'HOME' AND 'TONIGHT' RECEIVE ALMOST \$3,000,000
IN NEW BUSINESS DURING ONE WEEK

Almost \$3,000,000 in new business was recorded during one week alone for NBC-TV's "Today," "Home" and "Tonight" programs, it was announced today by Roy Porteous, Manager of Sales for the network's Participating Programs.

During the week ending June 6, 327 participations were sold in these three programs, with 147 announcements being ordered on the network's "Today" and with "Home" and "Tonight" receiving 56 and 124 participations respectively.

In what is believed to be the most extensive television schedule ever ordered by a major publication, Life Magazine, through Young and Rubicam, Inc., will utilize a total of 208 announcements starting in July on "Today" and "Tonight."

Other advertisers placing orders on NBC-TV Participating Programs during the week ending June 6 included:

The Edison Electrical Institute, through Fuller, Smith and Ross, 26 participations on "Today" and "Home";

(more)

2 - 'Today,' 'Home' and 'Tonight'

Armour and Co., through N.W. Ayer and Son, 45 participations on each of the three programs; Quality Courts, through Larabee Associates, two announcements on "Today"; Sawyer's, Inc., through Carvel, Nelson and Powell, four announcements on "Home"; General Foods, through Benton and Bowles, Inc., three participations on "Home"; the Campbell Soup Co., through Grey Advertising Agency, Inc., six announcements on "Home"; Firestone Tire & Rubber Co., through Grey Advertising Agency, Inc., two additional announcements for its current schedule on "Home"; and Bristol-Myers, through Doherty, Clifford, Steers and Shenfield, Inc., five additional participations for its current "Tonight" order.

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NBC-New York 6/13/56

Adams and Co., through R.W. Ayer and Son, 115 North Main Street

on each of the three programs; Family Circle, through

Farmer Associates, two announcements on "Today"; Liberty's

Inc., through Garvey, Nelson and Powell, two announcements

on "Home"; General Foods, through Nathan and Powell, Inc.,

two participations on "Home"; the Campbell Soup Co.,

through Grey Advertising Agency, Inc., two announcements on

"Home"; Winston & Strawn Co., through Grey Advertising

Agency, Inc., two additional announcements for the program

consisting of "Home"; and Nathan-Powell, through Nathan,

Clifton, Nelson and Powell, Inc., two additional

participations for the current "Tonight" series.

1950-1951 New York City



TRADE NEWS

A SERVICE OF



June 13, 1956

NBC SIGNS NEW EXCLUSIVE CONTRACT FOR RADIO AND TELEVISION COVERAGE OF ROSE BOWL GAME

Attention, Sports Editors

A new contract for exclusive television and radio coverage of the Rose Bowl Game has been executed between the Pacific Coast Conference, the Pasadena Tournament of Roses Association and the National Broadcasting Company.

The announcement was made yesterday by Victor O. Schmidt, conference commissioner; John Davidson, association president, and John K. West, Vice President of NBC's Pacific Division.

The contract is similar to the current three-year pact ending with the Jan. 1, 1957 football game except that there is no definite termination date. Instead it has an "open-end" clause, providing for the television and radio coverage of at least two additional games after notice of termination by any of the contracting parties.

NBC has been closely associated with the Rose Bowl down through the years. The first coast-to-coast broadcast in radio history was Graham McNamee's description of the Rose Bowl Game on New Year's Day, 1926.

NBC has had exclusive television rights to the classic since the first coast-to-coast telecast on Jan. 1, 1952. The telecast of this year's clash between Michigan State and UCLA was viewed by an estimated 50,500,000 people.

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DEAN MARTIN AND JERRY LEWIS TO HEADLINE EARLY MORNING VARIETY SHOW
ON "TODAY" DURING SHOW'S TWO-DAY ORIGINATION IN ATLANTIC CITY

Dean Martin and Jerry Lewis will headline an early morning variety show to be presented on NBC-TV's TODAY program Tuesday, June 26, from "The 500 Club" in Atlantic City, N.J. -- the nightclub where the comedy team got its start 10 years ago. The entire "Today" program will originate from Atlantic City Monday and Tuesday, June 25 and 26.

To back up the zany antics of Martin and Lewis, the format of the 7 to 9 a.m. (EDT) news and special events program will be keyed to the requirements of a full-scale stage production. "Today" executive director Jac Hein, in charge of the production, has written original music and lyrics for the show.

The cast will also feature Faye Emerson -- subbing for Dave Garroway (who will be on a five-week European vacation) -- and "Today" regulars Jack Lescoulie, Frank Blair, Lee Meriwether and J. Fred Muggs. Singers, dancers and a jazz quartet will be included in other elements of the show.

Ten years ago this Summer, Martin and Lewis met for the first time while doing single acts at "The 500 Club." Dean was hired to replace a temperamental singer who decided to leave

(more)

1 MARTIN AND JERRY LEWIS TO HEADLINE EARLY MORNING VARIETY SHOW
ON "TODAY" DURING SHOW'S TWO-DAY ORIGINATION IN ATLANTIC CITY

Born Martin and Jerry Lewis will headline an early
morning variety show to be presented on NBC-TV's TODAY program
Monday, June 23, from "The 500 Club" in Atlantic City. W. J. A.
highlighted where the comedy team got its start 10 years ago.
entire "Today" program will originate from Atlantic City
on Tuesday, June 24 and 25.

To back up the bang antics of Martin and Lewis, the
rest of the 7 to 9 a.m. (EST) news and special variety program
will be headed by the personalities of a full-scale stage production,
"Today" executive director Bob Hain, in charge of the production,
written original music and lyrics for the show.

The cast will also feature Raye Hinton -- singing for
a duration (who will be on a five-week European tour) --
"Today" regulars Jack Lemmon, Frank Marshall, Joe Marshall
J. Fred Murray, Shaggy, and a new quartet will be
included in other elements of the show.

For years and this summer, Martin and Lewis has got
first class while doing single acts at "The 500 Club". Born
ago to replace a temporarily injured who refused to leave

the Club. Jerry was already booked as a comedian. One rainy night while Dean was singing, and business at the Club very slow, Jerry came out of his dressing room and started clowning offstage. They did such a good ad-lib job that the audience, thinking it all part of the show, was swept with laughter. They repeated the same routine a second night. On the third night, the word on "The 500 Club's" great new comedy team was all over Atlantic City. Martin and Lewis were a hit.

"Today" is telecast Mondays through Fridays, from 7 to 9 a.m., EDT.

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NBC-New York, 6/13/56

light. Jerry was sitting looking at a comedian. The funny
the while Jerry was singing and dancing at the show very
W. Jerry came out of his dressing room and started singing
stage. The first dance a good 20-30 feet in the audience.
ending it all part of the show, was done with laughter. The
ended the same routine a second night. On the third night,
were on "The Big Dipper". Great the comedy show was all over
and the City. Jerry and Louis were a hit.
"Today" is released tomorrow through Broadway. From 1 to

A.M. 1937.

350-104 York, 02102

'MARCH OF MEDICINE' TASK FORCE TO VISIT BELGIAN CONGO
FOR FILMED REPORT ON WORK OF MEDICAL MISSIONARIES

A MARCH OF MEDICINE task force will leave Idlewild Airport, New York, June 18 for Africa's Belgian Congo to film a documentary report on the activities of medical missionaries.

Filming of the missionary story will be completed in five or six weeks and will be processed for presentation some time during the Fall series of "March of Medicine" programs on NBC Television. The series is produced by Smith, Kline & French Laboratories in cooperation with the American Medical Association.

Lotumbe, undeveloped and remote, will provide the background for the documentary report. Dr. John Ross, medical chief of the Disciples of Christ Mission there, will be the principal figure in this report on the singular efforts of a medical missionary to bring the benefits of modern medicine to a primitive society. Lou Hazam, writer of the "March of Medicine" programs, will be among the members of the African task force. A Belgian, Andre Cauvin, and his crew, who have filmed many documentaries in the Belgian Congo, will join the group at Lotumbe.

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THE TV NEWS
MARCH OF MEDICINE, TAKE FORCE TO VISIT BELGIAN CONGO
FOR FILMED REPORT ON WORK OF MEDICAL MISSIONARIES

A MARCH OF MEDICINE TAKE FORCE will leave
New York, Jan. 18 for Belgium
Belgian Congo to film a documentary report on the
activities of medical missionaries.
Filming of the missionary work will be
completed in five or six weeks and will be pro-
cessed for presentation some time during the fall
series of "March of Medicine" programs on NBC
Television. The series is produced by Smith,
Kline & French Laboratories in cooperation with the
American Medical Association.
Surgery, obstetrics and pediatrics will pro-
vide the background for the documentary report.
Dr. John Ross, medical chief of the trip, will
Christ Mission there, will be the principal figure
in this report on the medical efforts of a medical
missionary to bring the benefits of modern medicine
to a primitive society. Dr. Hearn, writer of the
"March of Medicine" programs, will be among the
members of the fifteen man force. A Belgian
Andre Gervin, and his crew, who have filmed many
documentaries in the Belgian Congo, will join the
group at Lubumbashi.



A SERVICE OF



ROBERT W. SARNOFF TELLS SENATE COMMITTEE
NEED FOR MORE TV STATIONS SHOULD NOT
BE OBSCURED BY ATTACKS ON NETWORKS

WASHINGTON, June 14 -- Robert W. Sarnoff, President of the National Broadcasting Company, today told the Senate Committee on Interstate and Foreign Commerce that the television industry's "vital objective" of developing the maximum number of stations should not be obscured or diverted by attacks on network operations.

If these attacks should lead to restriction of network operations through additional Government regulation, Mr. Sarnoff warned, then the "whole delicate balance of network advertising, affiliation relationships and service to the public could be upset."

He added: "Moreover, various types of regulation which have been proposed could not be effected without regulating advertisers. Such a step would raise the most serious problems not only for television, but for the American enterprise system."

The NBC President's 38-page statement included the first public report by any television network of its annual sales and income figures. These figures reveal that in its first eight years, from 1947 through 1954, the NBC Television Network incurred a cumulative loss of more than \$4,000,000. Only in 1955 did the network achieve a cumulative net profit -- which amounted to \$2,315,000, or less than one-half of 1% of cumulative net sales for the nine years of the network's operation.

(more)

"These facts show that any claim of exorbitant profits from this high risk business is not in accordance with the economic realities," he declared.

In giving the Committee a broad picture of the organization and operation of the NBC Television Network, Mr. Sarnoff said it presents annually 6,500 different programs, serves 200 stations and does business with over 200 advertisers of all types and sizes. He also highlighted these factual points:

NBC produces less than one-third of the programs in its schedule. "Rather than stifling independent production, networks have provided an important encouragement and stimulus for program development by outside producers," he explained.

Between 80% and 90% of the total hours on the NBC network consists of live programs. "Only through a network system can live programs be broadcast on a national basis," he said.

NBC's share of all national advertising revenue in 1955 was 2.7%; its share of all television advertising revenue was 21.7%. "No network comes near controlling a share of the market large enough to approach a monopoly position," he said.

(more)

These factors show that the claim of excessive profits
in this high risk business is not in accordance with the economic
principles of the industry.

In finding the Committee a third phase of the investigation
and operation of the BSA television network. Mr. Belmont said
there are currently 1,500 different stations, serving 100 stations
and business with over 200 advertisements of all types and sizes.
so highlighting these factors:

1. The network has been operating for the
past several years in its various phases. During this
period, the network has been operating in a manner
which has provided an important service to the
public and has been a source of revenue to the
network. The network is a source of revenue to the
network.

2. The network has been operating for the
past several years in its various phases. During this
period, the network has been operating in a manner
which has provided an important service to the
public and has been a source of revenue to the
network. The network is a source of revenue to the
network.

3. The network has been operating for the
past several years in its various phases. During this
period, the network has been operating in a manner
which has provided an important service to the
public and has been a source of revenue to the
network. The network is a source of revenue to the
network.

NBC has 37 UHF stations as network affiliates, accounting for over 40% of all UHF stations in commercial operation. "We feel that the best prospect for expanding television service is effective use of the 70 UHF channels as well as the 12 VHF channels ... a multiplicity of stations ... would permit maximum competition at both the station level and the network level."

The NBC Program Extension Plan, designed to increase network revenue to smaller market stations, has resulted in a 113% increase of sponsored network programming on smaller market stations since last Fall.

NBC's total projected capital costs for the next five years are \$80,000,000, including \$13,000,000 authorized in recent months for color television networking alone.

(more)

NBC has 37 VHF stations as network affiliates, accounting for over 70% of all VHF stations in commercial operation. "We feel that the best prospect for expanding television service is effective use of the 70 VHF channels as well as the 12 VHF channels ... a multiplicity of stations ... would permit maximum competition at both the station level and the network level."

The NBC Program Extension Plan, designed to increase network revenues to smaller market stations, has resulted in a 113% increase of sponsored network programming on smaller market stations since last fall.

NBC's total projected capital costs for the next five years are \$60,000,000, including \$13,000,000 authorized in recent months for color television network.

Mr. Sarnoff emphasized that the networks were the only organizations offering the public a comprehensive and carefully planned program service. Through their program innovations, he said, they have kept public interest in the medium "refreshed and renewed." It was this network service, he added, that provided the base for the growth of the entire industry, including the operation of hundreds of stations.

The NBC President stressed that in order to maintain and furnish a comprehensive program service to the public in addition to utilizing programs from a variety of outside sources, it was essential for networks to produce their own shows.

He added: "The claim has been made that we give special preference to programs in which we have a financial interest in order to get a profit from the sale of the programs as well as from the sale of time. I want to deny that charge categorically. Our primary concern is whether or not a program best meets the needs of our planned program structure. This is the decisive element -- not who owns the program, or whether or not we have a financial interest in it."

Mr. Sarnoff pointed out that the NBC Television Network is part of an intensely competitive television industry, which itself is part of an intensely competitive advertising industry.

"We welcome competition as a stimulus to enterprise in our business and in others," he said. "Although there is no restraint on competition in television, additional competition and additional service could be developed if there were more stations.

(more)

Mr. Harbo's argument that the business of the country is suffering from the lack of a national advertising agency is a very strong one. It is true that the business of the country is suffering from the lack of a national advertising agency. It is true that the business of the country is suffering from the lack of a national advertising agency. It is true that the business of the country is suffering from the lack of a national advertising agency.

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"This is the root of the problem in television, and its solution will also solve the problems which are under study by this Committee. We therefore urge that the Congress and the FCC focus on this central problem and take affirmative steps to bring about its solution."

Mr. Sarnoff concluded that a television system consisting of three actively competing networks, over 400 stations, and scores of program suppliers "makes meaningless any claim of monopoly."

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"This is the root of the problem in education, and the solution will also solve the problems which are being caused by this matter. We therefore urge that the Congress and the DOE should take control of the problem and take alternative steps to bring about a solution."

Mr. Lamm concluded that a television system consisting of three actively operating networks, over 400 stations, and several program suppliers "would maintain any claim of monopoly."

NBC RADIO NETWORK NEWS

June 14, 1956

NATIONAL COUNCIL OF CATHOLIC MEN PRESENTS NBC WITH SILVER DISC OF 25TH ANNIVERSARY 'CATHOLIC HOUR'

The National Council of Catholic Men presented a silver recording of the 25th anniversary broadcast of THE CATHOLIC HOUR to the National Broadcasting Company today. The program is broadcast on NBC Radio under N.C.C.M. auspices Sundays (2:30 p.m., EDT).

Martin H. Work, executive director of the N.C.C.M., presented the disc to Davidson Taylor, NBC Vice President in charge of Public Affairs, at network headquarters in New York.

Mr. Work lauded NBC's contribution to public service programming. "The more than 7,000 organizations affiliated with N.C.C.M. are deeply grateful for the many years of pleasant cooperation with NBC," he said, and "wish to present you with this token of their appreciation." Three anniversary broadcast silver discs were struck: one for Pope Pius XII, one for NBC, one for N.C.C.M. headquarters in Washington, D.C.

"This is an honor which the National Broadcasting Company takes very seriously indeed," Mr. Taylor said in accepting the recording on behalf of the network. "The long association with the National Council of Catholic Men has given

(more)

us great joy over the course of the years and we look forward to its indefinite continuance."

"The Catholic Hour" observed its 25th year on NBC last Dec. 4 with a special hour-long broadcast highlighted by a message delivered to the American people by Pope Pius XII. The Pontiff commended the program, calling it "the most precious of social services" and "a 'give-away program' wherein no one need be a loser."

It was the first time the Pope had ever spoken on an American Catholic program. The anniversary broadcast also featured on-the-spot recordings of the Catholic Church in action throughout the world.

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NBC-New York, 6/14/56

... great for even the cover of the book and we look forward

to the definitive compilation.

The Catholic press, however, has been very

slow. I have a special interest in this matter

and have been very active in the past.

... I have been very active in the past.

... I have been very active in the past.

... I have been very active in the past.

It was the first time the book had been

published. The Catholic press, however, has

been very slow. I have a special interest

in this matter and have been very active

CONFIDENTIAL

CONFIDENTIAL

'MR. TELEVISION'--MILTON BERLE--HONORED WITH PLAQUE
FROM NBC AND 'THIS IS YOUR LIFE' EMCEE EDWARDS

A mahogany and bronze plaque reading: "In this studio 'Mr. Television' -- Milton Berle -- made television history" will be mounted outside NBC-TV's Studio 6B in New York.

Word of the honor bestowed on Berle by the network and Ralph Edwards, of NBC-TV's THIS IS YOUR LIFE (Wednesdays, 10 p.m., EDT), was first told to the comedian on the June 13 telecast of the series. Called back to the El Capitan Theatre in Hollywood for presentation of a portrait of his mother, Mrs. Sarah Berlinger (which time had not permitted on June 6 when Berle was the principal subject of Edwards' show), the additional honor came as a surprise to the comedy star.

The "This Is Your Life" biographical subject for June 13 was Mrs. Alice Middleton McDougall, survivor of the Lusitania sinking in 1915. Edwards explained that Mrs. McDougall's life was saved when financier Alfred Gwynne Vanderbilt gave her his life-jacket and remained to perish on the ship. On hand to tell of the fateful day in 1915 were Capt. John Lewis, of Inverness, Fla., third navigation officer aboard the Lusitania and Mrs. McDougall's husband and son.

-----O-----

"NBC STUDENT GUIDE FOR NATIONAL CONVENTIONS"

ISSUED BY NETWORK'S EXPLOITATION DEPARTMENT

The "NBC Student Guide for National Conventions," an eight-page booklet outlining NBC News' preparations for covering the political tilts and explaining the significance of various aspects of the conventions themselves, has just been released by the network's exploitation department.

An initial printing of 50,000 copies is now being circulated to universities, junior colleges, high schools and PTA groups all over the country and plans call for an ultimate distribution of more than one million copies. Copies will be available to the public through local stations.

The lead article in the booklet is by Richard Hofstadter, Pulitzer Prize-winning history professor at Columbia University, who points out that since NBC alone is sending an army of 400 persons and 40 television cameras to the Chicago and San Francisco conventions, "the political actors will be kept completely conscious of their roles."

He continues: "They will not be speaking merely to the intense partisans of their own side -- they will have to shape speeches and resolutions to appeal from the very beginning of the campaign to the huge audience of undecided or independent voters who stand near the fringes of both parties.

(more)

THE UNIVERSITY OF CHICAGO
DEPARTMENT OF EAST ASIAN STUDIES

The first volume of the series, "The History of the Japanese People," is now being prepared. It will be a comprehensive history of the Japanese people from the beginning of time to the present. The second volume, "The History of the Japanese Empire," will be published next. It will be a comprehensive history of the Japanese empire from the beginning of time to the present.

The third volume, "The History of the Japanese Culture," will be published next. It will be a comprehensive history of the Japanese culture from the beginning of time to the present. The fourth volume, "The History of the Japanese Literature," will be published next. It will be a comprehensive history of the Japanese literature from the beginning of time to the present.

The fifth volume, "The History of the Japanese Religion," will be published next. It will be a comprehensive history of the Japanese religion from the beginning of time to the present. The sixth volume, "The History of the Japanese Art," will be published next. It will be a comprehensive history of the Japanese art from the beginning of time to the present. The seventh volume, "The History of the Japanese Music," will be published next. It will be a comprehensive history of the Japanese music from the beginning of time to the present.

The eighth volume, "The History of the Japanese Science," will be published next. It will be a comprehensive history of the Japanese science from the beginning of time to the present. The ninth volume, "The History of the Japanese Technology," will be published next. It will be a comprehensive history of the Japanese technology from the beginning of time to the present. The tenth volume, "The History of the Japanese Society," will be published next. It will be a comprehensive history of the Japanese society from the beginning of time to the present.

"Television audiences will see candidates, convention bigwigs, and on NBC, the individual delegates as they make up their minds on the convention floor."

Another article outlines NBC News' mobile, portable approach to the convention coverage, reporters, commentators and cameramen collecting news with pocket-sized two way radios, one-man television cameras held in the hand like guns, and "wrist watch" microphones.

"How a Convention Works" is the title of one basically informative article. It is followed by "How Delegates Are Selected," "Century of Convention History," "Meaning and Function of the Electoral College," "Selection of Delegates to Conventions," "Importance of Choice of the Vice President," "Governors, Senators at a Glance," "High and Low Presidential Votes," "The Farm States and their Power" and "The Solid South."

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NBC-New York, 6/14/56



TELEVISION NEWS

A SERVICE OF



June 14, 1956

SIX GOVERNORS (OF FLA., CALIF., N.Y., MD., MICH., ILL.) IN ATLANTIC CITY PANEL TALKS ON NBC'S "TODAY" JUNE 25

Six governors -- three Republicans and three Democrats -- will participate in a panel discussion of the 1956 presidential campaign on NBC-TV's TODAY during the first day of the program's two-day origination from Atlantic City, N.J., Monday and Tuesday, June 25 and 26.

"Today's" guests, who will be attending the annual Governors Conference at Atlantic City, will be divided into three groups and interviewed on the program at three different time spots by a panel of three NBC reporters, including "Today" reporter Joe Michaels.

The governors and the times (EDT) of their "Today" appearance June 25 are: Leroy Collins (D.-Fla.) and Goodwin J. Knight (R.-Calif.), 7:30 a.m.; Averell Harriman (D.-N.Y.) and Theodore McKeldin (R.-Md.), 8:30 a.m.; G. Mennen Williams (D.-Mich.) and William G. Stratton (R.-Ill.), 9 a.m.

The panel feature will be a departure from "Today's" regular format in that each segment will last approximately 20 minutes. Heretofore, "Today's" feature spots averaged three to six minutes each.

(more)

The Monday show, which will be telecast from Atlantic City's boardwalk, will also mark the beginning of columnist-actress Faye Emerson's appearance on the program as a four-week substitute for the vacationing Dave Garroway. Miss Emerson will officiate as panel moderator. During Garroway's vacation period she will work with "Today" regulars Jack Lescoulie, Frank Blair, Lee Meriwether and J. Fred Muggs.

During the second day of its Atlantic City origination, "Today" will be telecast from "The 500 Club" where Dean Martin and Jerry Lewis will headline a special "Today" early morning variety show.

"Today" is telecast Mondays through Fridays, 7 to 9 a.m., EDT. A third hour of the program, from 9 to 10 a.m., EDT, is seen only in the Midwest and on the West Coast.

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NBC-New York, 6/14/56

The Monday show, which will be telecast from Atlantic City, will also have the beginning of a two-week subscription program on the program as a two-week subscription. The vacationing have been... This evening will... During Germany's vacation covered the will with... "Today" regulars Jack... from... and... Fred Muggs.

During the second day of the Atlantic City... "Today" will be telecast from "The 300 Club" where... and... Lewis will... "Today" early morning... "Today" is telecast... 7 to 9 a.m. A third hour of the program, from 9 to 10 a.m., ET, is... in the Midwest and in the West Coast.

NBC-TV NEWS

*
| CREDITS FOR 'THE STEVE ALLEN SHOW' ON NBC-TV |
* * *

TELECAST: NBC-TV, three Sundays out of four,
8-9 p.m., EDT, beginning June 24.

STAR: Steve Allen.

CAST: Different guest stars each week.

FORMAT: The show will be informal and
topical, with Allen participating
in most of the skits with the
guests. There will be remote
pickups, frequent use of
"whimsical" camera shots, occa-
sional chapters of "The Coward"
(which is a satire on television
sleuths) and, readings by Allen
of "indignant" letters to the
editor.

EXECUTIVE PRODUCER: Jules Green.

PRODUCER: Bill Harbach.

DIRECTOR: Dwight Hemion.

MUSICAL DIRECTOR: Skitch Henderson directing a 29-
piece orchestra.

ANNOUNCER: Gene Rayburn.

NBC PROGRAM SUPERVISOR: Alan Courtney.

WRITERS: Steve Allen, Stan Burns and Herb
Sargent.

UNIT MANAGER: Jim Reina.

(more)

— 222 — 59352

2 - Credits for Steve Allen Show

SPONSORS AND ADVERTISING AGENCIES: Brown and Williamson Tobacco Corp. through Ted Bates and Co.; Avco Manufacturing Corp. through Compton Advertising, Inc.; The Andrew Jergens Co. through Robert W. Orr Associates, Inc.

NBC PRESS CONTACT (NEW YORK): Priscilla Campbell

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NBC-New York, 6/14/56

WORK AND ADVERTISING AGENCIES:

Brown and Williamson Tobacco

Co. Inc. 1000 10th Ave. N.E.

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CREDITS FOR 'ADVENTURE THEATRE' ON NBC-TV

TIME: Saturdays, 10:30 to 11 p.m., EDT.
(A weekly filmed series starting Saturday, June 16, 1956, and running for 12 weeks, through September 1, 1956 in the time-spot of "Your Hit Parade.")

CAST: Paul Douglas, as host. The cast varies weekly.

FORMAT: A half-hour suspense and adventure drama.

PRODUCTION BY: Revue Productions (Hollywood)

DIRECTOR: Various

SCRIPT BY: Various writers

SPONSORS: (Alternating) -- Warner-Lambert, Inc., for Richard Hudnut's Quick Home Permanents, and American Tobacco Co. for Lucky Strike Cigarettes.

AGENCIES: Kenyon and Eckhardt, Inc. (for Warner-Lambert, Inc.), Batten, Barton, Durstine and Osborn, Inc. (for American Tobacco Co.)

STARTING DATE ON NBC-TV: June 16, 1956

NBC PRESS REPRESENTATIVE
(NEW YORK): Al Busse

CREDITS FOR 'ADVENTURE THEATRE' ON NBC-TV

Saturday, 10:30 to 11 P.M., EDT.

(A weekly filmed series starting Saturday, June 16, 1956, and running for 12 weeks, through September 1, 1956 in the time-slot of "Your Air Parade.")

Paul Douglas, as host, the cast varied weekly.

A half-hour suspense and adventure drama.

Revue Productions (Hollywood)

Various

Various writers

(Alternating) -- Warner-Bramson, Inc., for Richard Hudson's Book

Home Enterprises, and American Tobacco Co. for early series

Celebrated.

Kaplan and Eckhardt, Inc. (New York)

Warner-Bramson, Inc. (Boston)

Benson, Hartman and Gorman.

Inc. (for American Tobacco Co.)

June 16, 1956

NEW YORK):
 PRESS REPRESENTATIVE
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CORRECTION:

In the announcement story and credit listing for DOWN YOU GO on NBC-TV (Saturdays, 7:30-8 p.m., EDT), which appeared in the NBC Daily News Report of Tuesday, June 12, please correct the name of the emcee to read Dr. Bergen Evans (and not Bergan, as erroneously released).

STORY OF FAKER'S PROMOTION SCHEME STARS THOMAS MITCHELL

A fast-talking faker enlists Santa Claus' aid for a novel business promotion in "Remembrance Day," starring Thomas Mitchell on NBC-TV's FORD THEATRE Thursday, June 21 (9:30 p.m., EDT).

Businessmen, troubled by a Summer sales slump, back his plan to promote the exchange of gifts on Christmas Remembrance Day in mid-July, and they hire Santa Clauses to attract customers. Dan Barton is featured as Mitchell's assistant, and Mary Ellen Kaye as a beauty who tries to win him back to honest ways.

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NBC-New York, 6/14/56

Continued:

In the announcement story and which stated:
FOR NOW YOU GO ON WFO-TV (Saturday, 11:30 a.m.,
ET), which appeared in the New York Times
of Tuesday, June 12. It was stated the story of the
story to the TV. WFO-TV (and not WFO) as
previously released).

STORY OF THE TV'S PROMOTION FOR THE TV'S NETWORK

A fact-checking report dated June 12, 1968,
for a local business promotion in "Washington Post",
stating Thomas, Mitchell on WFO-TV (and not WFO)
June 21 (9:30 a.m., ET).
Washington, D.C. as a "WFO-TV" (and not WFO)
back his plan to promote the network of WFO-TV in
Washington, D.C. in 1968, and that the network was
located in Washington, D.C. (and not in Washington, D.C.)
assistant, and that the TV was a "WFO-TV" (and not WFO)
with his own to promote WFO-TV.



TRADE NEWS

A SERVICE OF



June 15, 1956

NBC OPERA COMPANY, IN ITS WORLD PREMIERE, WILL PRESENT

"THE MARRIAGE OF FIGARO" IN NEW AUDITORIUM

OF SAINT MARY'S COLLEGE, SOUTH BEND

FOR RELEASE WEDNESDAY, JUNE 20

The world premiere of the NBC Opera Company will be given Thursday, Oct. 11 at Saint Mary's College in South Bend, Ind., it was announced today by Alfred R. Stern, Vice President of the NBC Theatrical Division of Kagan Corp., and Sister M. Madeleva, C.S.C., President of the college. This notable occasion also will mark the formal opening of Moreau Hall, a newly-erected \$2,500,000 fine arts center containing the O'Laughlin Auditorium, which will be one of the most complete theatres in America. The opening night opera will be Mozart's comedy masterpiece, "The Marriage of Figaro."

Agreement between NBC and Saint Mary's College calls for the entire company of 100 singers, musicians and technicians to go to South Bend, where four preview performances for student audiences will be given in addition to the company's premiere. Two performances each of "The Marriage of Figaro" and Puccini's "Madam Butterfly" are planned. These are the two operas comprising the first season's repertoire of the new NBC Opera Company, which will be presented in 46 cities from Oct. 11 through Dec. 8.
(more)

The opera visit to South Bend is being underwritten by a group of South Bend citizens headed by Mayor Edward F. Voorde and leading businessmen of South Bend and Mishawaka. The O'Laughlin Auditorium on Saint Mary's College campus is part of the new building to house drama, music and other fine arts activities in a vastly expanded college curriculum. The auditorium is expected to attract many other visiting cultural and entertainment groups.

During its tour, the NBC Opera Company will offer two full-scale productions of "The Marriage of Figaro" and "Madam Butterfly," which will be performed in English. Although the style will be the same as in the highly successful NBC television productions, new sets and costumes are being prepared for the stage versions.

Announcement last Winter of the formation of the NBC Opera Company was received with enthusiasm by critics and the public. The seven years of television productions of operas in English have met with growing acclaim each year, until NBC felt the time had come to supplement these activities with a live opera company appearing in cities throughout the nation.

In preparation for the appearances of the NBC Opera Company in South Bend, the public schools of that city will conduct an in-school program of education on the two operatic masterpieces. Leaders in both the entertainment and educational fields are watching this phase of the project with great interest.

(more)

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p of South Bend citizens headed by Mayor William R. Vande and
ing businessmen of South Bend and Elkhart. The Chamber of
Commerce on Saint Mary's College campus is part of the new
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attract many other visiting cultural and entertainment groups.
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-scale productions of "The Marriage of Figaro" and "Madama
Tutti", which will be performed in English. Although the title
be the same as in the highly successful NBC television pro-
duction, new sets and costumes are being prepared for the stage
production.
Announcement last month of the formation of the WFO opera
any was received with enthusiasm by critics and the public. The
years of television production of operas in English have not
growing steadily each year. Until WFO last year had come to
feature these activities with a live opera company appearing in
at throughout the nation.
It is expected for the appointment of the WFO opera
any to South Bend. The public interest in that city will conduct
a school program of education on the two operatic masterpieces.
and is now the entertainment and educational fields are
thing this phase of the project with great interest.

After a recent inspection of the new auditorium, Broadway producer Chandler Cowles, who is now general manager of the NBC Opera Company, expressed admiration for the design of the theatre, which will make it one of the best equipped in America.

Mayor Voorde assured the NBC Opera Company of his city's interest in the opera presentation and pledged his administration's full cooperation.

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NBC-New York, 6/15/56

After a thorough inspection of the new addition, Broadway
Guest Charles Taylor, who is the general manager of the
company, expressed satisfaction for the quality of the property,
and will make it one of the best equipped in London.
Major Taylor assumed the 1930 Ocean Company of his rights
over the entire operation and changed his administration's
organization.

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1930-1931 Year 1930



COLOR TELEVISION NEWS

A SERVICE OF



June 15, 1956

NBC COLOR TELECAST SCHEDULE

June 24 - 30

Sunday, June 24

5:00-5:30 p.m., EDT -- ZOO PARADE -- Second in a series of repeat showings of color films from last year's African safari.

Today's episode is entitled "Capturing Wild Animals - Giraffe."

Monday, June 25

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "The Lighted Window."

8:00-9:30 p.m., EDT -- PRODUCERS' SHOWCASE -- "Happy Birthday," the Broadway hit comedy by Anita Loos, starring Betty Field and special guest star Barry Nelson; featuring Enid Markey, Luella Gear, Tina Louise and Harry Bellaver.

Tuesday, June 26

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "But Fear Itself," a drama.

7:30-7:45 p.m., EDT -- THE DINAH SHORE SHOW

Wednesday, June 27

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "Birthday Present."

(more)

2 - NBC Color Telecast Schedule

Thursday, June 28

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "The Ghost of Greenwich Village."

7:30-7:45 p.m., EDT -- THE DINAH SHORE SHOW.

Friday, June 29

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "The Young and Damned."

Saturday, June 30

5:00-7:00 p.m., EDT -- OLYMPIC FINALS -- Special two-hour color-cast of the final men's tryouts for the United States Olympic track and field team in the Los Angeles Coliseum in California. Coverage will include nine final events.

* * *

THE FOLLOWING PROGRAMS WILL BE SEEN ON WRCA-TV ONLY:

Monday	8:55- 9:00 a.m. -- WRCA-TV WINDOW
	9:20- 9:40 a.m. -- JOSIE'S KITCHEN
	9:55-10:00 a.m. -- WRCA-TV WINDOW
through	11:25-11:30 a.m. -- WRCA-TV WINDOW
	1:50- 2:00 p.m. -- JINX'S DIARY
Friday	11:10-11:15 p.m. -- TEX ANTOINE

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NBC-New York, 6/15/56

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COLOR TELEVISION NEWS

A SERVICE OF



June 15, 1956

* CREDITS FOR THE SUNDAY SPECTACULAR PRESENTS 'THE BOB HOPE SHOW'
('THE ROAD TO HOLLYWOOD') COLORCAST ON N.B.C.-TV *

TIME:	Sunday, June 17, 7:30-9 p.m., EDT, in color and black and white.
STARS:	Bob Hope, Betty Grable, Steve Allen, George Sanders, Marilyn Maxwell, Bing Crosby (on film), Dorothy Lamour and special guest Jane Russell.
CAST:	Les Brown and his Band of Renown, Hy Averbach, Peter Leeds, Jerry Mathers, Florenz Ames, John Bryant, Joe Kearns, Charlotte Askins and Joe Lilley
PRODUCER:	Jack Hope
DIRECTOR:	Jack Shea
ASSOCIATE PRODUCER:	Gino Conte
UNIT MANAGER:	Dick Steele
ASSISTANT DIRECTOR:	Roy Montgomery

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2 - Credits for 'The Bob Hope Show'

ART DIRECTOR: Phil Burns

LIGHTING: Butch Isaacson

TECHNICAL DIRECTOR: Joe Conn

AUDIO: Johnny Pawlek

COSTUMES: Kate Drain Lawson

ORIGINATION: Live (except for one film clip of
"The Road to Bali") from the
NBC-TV color studios in Burbank,
Calif.

SPONSORS AND ADVERTISING

AGENCIES: U.S. Rubber Co, through Fletcher
D. Richards, Inc., New York;
the Maybelline Co. through
Gordon Best and Co., of Chicago;
the National Savings and Loan
Foundation, Inc., through McCann-
Erickson, Inc., of New York; and
Skol through J. Walter Thompson
Co., of New York.

NBC PRESS CONTACTS: Priscilla Campbell (New York) and
Bob Bowen (Hollywood).

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NBC-New York, 6/15/56

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SWIFT-PACED SPECIAL APPEARANCE SCHEDULE FOR STEVE ALLEN
HERALDS START OF HIS SUNDAY NBC-TV HOUR

Steve Allen has a swift-paced schedule of special appearances and interviews set for the next few days in connection with the premiere of THE STEVE ALLEN SHOW on NBC-TV Sunday, June 24 (8-9 p.m., EDT, three Sundays out of four).

He flies from New York to Hollywood Saturday, June 16. The next day (June 17) he will be one of the stars on the NBC-TV SUNDAY SPECTACULAR (7:30-9 p.m., EDT), a 90-minute color show built around Bob Hope and leading ladies from his movies.

On Monday, June 18, Steve will be a guest on two more NBC-TV shows, the "NBC Matinee Theater" (3-4 p.m., EDT) and "Queen for a Day" (4:30 p.m., EDT).

He will arrive in New York by plane early Wednesday morning (June 20) and while traveling into town from Idlewild Airport, will be interviewed by WRCA's Mobile Radio Unit, for a broadcast on "Pulse." When he gets in town he'll rush to the RCA Exhibition Hall for a guest shot on "Today" (NBC-TV, 7-9 a.m., EDT). He'll be on the "Ernie Kovacs Show" (NBC-TV, 10:30 a.m., EDT) and the "Home" show (NBC-TV, 11 a.m.-12 noon, EDT) that same morning.

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NBC-New York, 6/15/56

UNITED STATES DEPARTMENT OF JUSTICE
WASHINGTON, D. C. 20535

Re: [Name] and a wife-daughter relationship
[Name] and [Name] are the only two persons
connected with the [Name] [Name] [Name] [Name]
[Name] [Name] [Name] [Name] [Name] [Name] [Name] [Name]
[Name] [Name] [Name] [Name] [Name] [Name] [Name] [Name]

Re: [Name] [Name] [Name] [Name] [Name] [Name] [Name] [Name]
June 10, 1964. [Name] [Name] [Name] [Name] [Name] [Name] [Name] [Name]
[Name] [Name] [Name] [Name] [Name] [Name] [Name] [Name] [Name] [Name] [Name] [Name]
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On Monday, June 10, 1964, [Name] [Name] [Name] [Name] [Name] [Name] [Name] [Name]
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NBC'S ALEX DREIER OFF TO RUSSIA WITH BUSINESS EXECUTIVES;
WILL BE HEARD FROM SOVIET UNION ON HIS NBC RADIO PROGRAM

NBC newscaster Alex Dreier will leave Monday, June 18, for a three week visit to Russia and other countries behind the "Iron Curtain."

Dreier will be accompanied by Mrs. Dreier and by Dwight Bischel, a member of his staff. In the same group will be a delegation of 37 American business and industrial executives. The group will depart from New York's Idlewild Airport Monday afternoon aboard Belgian's Sabena Airlines. Stops are scheduled for Brussels, Belgium, and Prague, Czechoslovakia, before arrival in Moscow Tuesday night.

The delegation will spend most of the time in Moscow and Leningrad while in the Soviet Union. They will visit Poland and East Berlin on the way back. It will be the first such group to enter Russia since the end of World War II. Dreier plans to do both live and tape-recorded broadcasts from Russia and will have a cameraman along equipped to shoot both color and black-and-white film.

Jim Hurlbut will substitute for Dreier on the Monday-through-Friday MAN ON THE GO news program on NBC Radio beginning June 18. John Holtman takes over the morning network radio newscast for Dreier on the same date.

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NBC-New York, 6/15/56

WBC'S ALEX DREIER OFF TO RUSSIA WITH BUSINESS EXECUTIVES;
WILL BE HEARD FROM SOVIET UNION IN HIS WBC RADIO PROGRAM

NBC newscaster Alex Dreier will leave Monday,
June 18, for a three week visit to Russia and other
countries behind the "Iron Curtain."
Dreier will be accompanied by Mrs. Dreier and
by Dwight Stachel, a member of his staff. In the
same group will be a delegation of 17 American
business and industrial executives. The group will
depart from New York's Idlewild Airport Monday
afternoon aboard Safair's Rabat Airlines. Stops
are scheduled for Brussels, Belgium, and Prague,
Czechoslovakia, before arriving in Moscow Tuesday
night.
The delegation will spend most of the time in
Moscow and Leningrad while in the Soviet Union. They
will visit Poland and East Berlin on the way back.
It will be the first such group to enter Russia
since the end of World War II. Dreier plans to do
both live and tape-recorded broadcasts from Russia
and will have a cameraman along equipped to shoot
both color and black-and-white film.
Jim Hurlbut will substitute for Dreier on the
Monday-through-Friday, 6-10 PM show program on
WBC Radio beginning June 18. John Holman takes
over the morning news radio program for Dreier



TRADE NEWS

A SERVICE OF



June 18, 1956

KAGRAN ACQUIRES FOUR SOUND STAGES, FORMS PRODUCTION STAFF FOR TV FILMS

Kagran Corp. has acquired the exclusive use of four sound stages at the California Studios, in Hollywood, Alan W. Livingston, President of the NBC subsidiary, announced today.

The four new, air-conditioned sound stages, Livingston said, will be used for production of Kagran pilots and TV film series. He added that when the studios are not in use by Kagran they may be rented by others.

Livingston noted that the filming of "The Life of Riley," simultaneously a network and syndicated show, began at the Kagran studios June 1, and that production is about to start there on the new situation comedy series, "The Adventures of Hiram Holiday," starring Wally Cox.

Livingston added that Kagran is considering several properties as pilot films for national sponsorship, and that production will begin next Fall on at least two new half-hour series for syndication by NBC Television Films, Kagran's syndication arm.

(more)

At the same time, Livingston announced the formation of a production staff for programs filmed at the California lot. William Fenton Coe, former senior unit manager for NBC Film Production Facilities and Services, is production manager. Reporting to Coe are Milton L. Traeger as business manager and four production supervisors: Richard A. Larsen, Kent B. McCray, Robert T. Stillman and William Tinsman. Traeger and the four production supervisors are also former NBC West Coast film-production staffers. They will be headquartered at the California Studios.

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NBC-New York, 6/18/56

At the same time, the Commission has also been

in a position to make a number of other important

and important decisions, which have been

the Commission's decision to accept the

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NBC-TV NEWS

*

CREDITS FOR 'KAISER ALUMINUM HOUR' ON NBC-TV

*

TIME: NBC-TV, alternate Tuesdays, 9:30-
10:30 pm., EDT, beginning July 3.

STARS: Screen, stage and television stars
heading casts of well-known
supporting players.

FORMAT: Full-hour dramas, mainly originals
with some adaptations of books
and Broadway plays, presented in
two acts.

EXECUTIVE PRODUCER: Worthington (Tony) Miner.

PRODUCER-DIRECTORS: Franklin Schaffner, Fielder Cook
and George Roy Hill.

ASSOCIATE PRODUCER: Joseph Dackow.

WRITERS: Various.

SCRIPT EDITOR: Marian Searchinger.

CASTING DIRECTOR: James Merrick.

NBC PROGRAM SUPERVISOR: Joseph Cuneff.

SPONSOR: Kaiser Aluminum and Chemical Corp.

ADVERTISING AGENCY: Young & Rubicam, Inc.

ORIGINATION: NBC studios, New York.

NBC PRESS CONTACT: George Norford.
(NEW YORK)

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NBC-New York, 6/18/56

THE NEW YORK PUBLIC LIBRARY

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EXECUTIVE DIRECTOR

ASSOCIATE DIRECTOR

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(NEW YORK)



TRADE NEWS

A SERVICE OF



June 19, 1956

AMERICAN OIL AND R.J. REYNOLDS TOBACCO SIGNINGS ON 'MONITOR' ACCOUNT FOR \$1,000,000 IN NET SALES FOR NBC RADIO

One million dollars in net sales for NBC Radio were accounted for by the signings of the American Oil Company and the R.J. Reynolds Tobacco Company for giant-sized advertising schedules on the network's weekend service, MONITOR, it was announced today by Fred Horton, Director of Sales.

The advertising campaigns, which Mr. Horton said represent two of the largest single orders in "Monitor's" history, are:

The American Oil Company, for its "Amoco" gas and oil products, has signed for 14 participations a weekend (effective July 7) in "Monitor" -- 10 to be scheduled around "Monitor's Musical Survey," newly inaugurated feature wherein the top musical tunes in different sections of the country are tallied and played, plus two segments of Bob and Ray, and two sports features.

The R.J. Reynolds Tobacco Company, for its Winston Cigarettes, has signed for 50 announcements a weekend, to be presented in every quarter-hour of "Monitor," starting June 30.

The Joseph Katz Company is the advertising agency for "Amoco," and William Esty Company, Inc., represents R.J. Reynolds.

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1915
JAN 10

THE UNITED STATES OF AMERICA
DEPARTMENT OF COMMERCE
BUREAU OF PATENTS

IN VENTION OF
JAMES H. WATSON
OF THE CITY OF CHICAGO, ILLINOIS

DOES HEREBY CLAIM AS HIS INVENTION
A METHOD OF AND APPARATUS FOR
THE PRODUCTION OF A
SPECIAL TYPE OF PAPER
HAVING A SPECIFIC GRAIN
AND A SPECIFIC WEIGHT
AND A SPECIFIC COLOR
AND A SPECIFIC TEXTURE
AND A SPECIFIC STRENGTH
AND A SPECIFIC DURABILITY
AND A SPECIFIC RESISTANCE
TO WEAR AND TEAR
AND A SPECIFIC RESISTANCE
TO FIRE AND FLAME
AND A SPECIFIC RESISTANCE
TO ACID AND ALKALI
AND A SPECIFIC RESISTANCE
TO OIL AND GREASE
AND A SPECIFIC RESISTANCE
TO WATER AND MOISTURE
AND A SPECIFIC RESISTANCE
TO DIRT AND DUST
AND A SPECIFIC RESISTANCE
TO INSECTS AND VERMIN
AND A SPECIFIC RESISTANCE
TO BACTERIA AND FUNGI
AND A SPECIFIC RESISTANCE
TO RADIATION AND X-RAYS
AND A SPECIFIC RESISTANCE
TO ELECTRICITY AND MAGNETISM
AND A SPECIFIC RESISTANCE
TO VIBRATION AND SHOCK
AND A SPECIFIC RESISTANCE
TO CORROSION AND RUST
AND A SPECIFIC RESISTANCE
TO OXIDATION AND DISCOLORATION
AND A SPECIFIC RESISTANCE
TO FADING AND BLEACHING
AND A SPECIFIC RESISTANCE
TO STAINING AND MARKING
AND A SPECIFIC RESISTANCE
TO SCRATCHING AND SCUFFING
AND A SPECIFIC RESISTANCE
TO CUTTING AND PUNCTURING
AND A SPECIFIC RESISTANCE
TO Tearing AND RIPPING
AND A SPECIFIC RESISTANCE
TO BURNING AND CHIPPING
AND A SPECIFIC RESISTANCE
TO CRACKING AND SPLITTING
AND A SPECIFIC RESISTANCE
TO BREAKING AND COLLAPSING
AND A SPECIFIC RESISTANCE
TO DEFORMATION AND DISTORTION
AND A SPECIFIC RESISTANCE
TO WEATHERING AND WEATHERING
AND A SPECIFIC RESISTANCE
TO ALL OTHERS
AND A SPECIFIC RESISTANCE
TO ALL OTHERS

June 19, 1956

'CROSS-COUNTRY CAUCUS,' NBC CONVENTION FEATURE, WILL HOP OVER U.S.A.
IN 'WIDE WIDE WORLD' MANNER FOR 'INSERTS' IN POLITICAL STORY

NBC News, which will journey to Chicago and San Francisco for the most exhaustive convention coverage in television history, plans to take viewers AWAY from the convention cities, too, with a new political feature called CROSS-COUNTRY CAUCUS, it was announced today by Barry Wood, Director of NBC Special Events, who will be in charge of production for the conventions.

This traveling caucus, based on the technique of the network's roving live TV show, WIDE WIDE WORLD, will visit newspaper editors and editorial writers all over the United States to get their views on the political question of the hour. It will be coordinated by associate producer Gene Jones.

Assume, for example, that the delegates from Alabama retire to confer over a critical Southern issue during the Democratic Convention. Seconds before, convention hall had been in an uproar but now it settles down to a static period of waiting.

At this juncture, "Cross-Country Caucus" will take over. It will open in NBC's "TV-One" to show the newsmen, producers,

(more)

June 12, 1968

COSS-COUNTRY COUNTRY, 'WHO CONVINCE' PASTOR, WILL BE THE ONLY
IT (THE SIDE WIND) HANDED FOR 'PASTOR' IN NATIONAL STUDY

NBC News, which will focus on Chicago and San Francisco
the most extensive conventional coverage in television history,
and to take viewers away from the convention sites. Too, with a
political feature called COSS-COUNTRY COUNTRY, it was announced
by Betty Wood, director of NBC Special Events, who will be in
charge of production for the convention.

With special events, based on the technique of the
network's evening live TV show, with which, with their own
time and editorial writers all over the United States to get
the show on the political question of the hour. It will be
tailored to specific network news items.

However, the network, that the Chicago and San Francisco
contest over a critical Southern issue during the Democratic
National Convention, convention will be held in an open
way to provide them to a state's party of the nation.
As this program, "Democratic Party" will be held
will start in 1968 "TV-68" to show the network's commitment.

2 - 'Cross-Country Caucus'

directors and technicians working before the flickering monitors. A commentator -- Chet Huntley, David Brinkley or Bill Henry -- will quickly summarize the significance of the issue and announce that it's time for "Cross-Country Caucus."

"Switch!" he will call, and the viewer will find himself in Birmingham, say, or Montgomery, Ala., in the editorial room of a leading newspaper.

Here, men especially qualified to discuss the Dixiecrat dilemma of the moment will do so -- and on the spur of the moment too -- thus maintaining the sense of immediacy that prevails throughout conventions.

"Cross-Country Caucus" will, of necessity, have no time format. It will swing viewers out and away from the conventions during appropriate lulls and will swing them right back when action so demands.

But during its fluid swing, the new program will bring viewers the unparalleled experience of sharing the regional views of men who know most and can guess best -- at the time when their views count most.

-----o-----

NBC-New York, 6/19/56

... and technicians working before the flickering monitors.
... -- Chet Huntley, David Siskinley or Bill Henry -- will
... summarize the significance of the issue and announce that
... for "Cross-Country Canada."
... "Switch!" He will call, and the viewer will find himself in
... say, of Montgomery, Ala., in the editorial room of a
... newspaper.
... Here, men especially qualified to discuss the intricacies
... of the moment will do so -- and on the spot, at the moment
... thus maintaining the sense of immediacy that prevails through-
... out.
... "Cross-Country Canada" will, of necessity, have no time
... It will swing viewers out and away from the conventions
... appropriate Julia and will swing them right back when action
... bands.
... But during its fluid swing, the new program will bring
... in the unparalleled experience of sharing the regional views of
... to know most and can guess best -- at the time when their views
... most.



TRADE NEWS

A SERVICE OF



June 19, 1956

NBC'S JESS OPPENHEIMER DEVELOPING "A COMPANY OF PLAYERS,"
TV HOUR WITH CAST AND FORMAT THAT WILL SPAN THEATRE ARTS

A new format for a weekly full-hour television program designed to answer two of the medium's major problems -- over-exposure of performers and insufficient writers -- is being developed by Jess Oppenheimer, a creative-program executive of the National Broadcasting Company.

Mr. Oppenheimer, whose first project for NBC is development of a series of modern, hour-long teleplays based on "The Ten Commandments," will call his second program "A Company of Players."

A permanent company of 10 to 12 performers would divide dramatic, comic and music chores during the hour. Like those in repertory and stock companies, actors in "A Company of Players" would span the age groups and be called upon to perform across the entire spectrum of theatre arts.

Mr. Oppenheimer hopes to build sustained audience interest in the hour with a program concept based on combining dramatic and comedy elements in a manner not previously accomplished on television.

During the first half hour of a show, the company would perform a dramatic segment, which may be either an original or a scene from a known property. Sometime in the second part of the

(more)

hour, the company would do a broad satire or take-off on the same subject that is handled seriously in the first part.

Broadly, "A Company of Players" would follow the variety format, presenting songs, dances and comedy sketches in addition to the dramatic piece and its satire, but acceptance would not depend on a single star's personality. The program, Mr. Oppenheimer says, would be so designed that the company itself emerges as the star. The tasks would be scheduled so that members of the company, while appearing in the show each week, would only be called upon to carry major performance burdens in a given department at spaced intervals.

Discussing "A Company of Players," Mr. Oppenheimer says he arrived at the idea after analyzing successful formats in the history of the theatre and incorporating proved elements in a new arrangement intended to answer some of the problems posed by television.

"For material," Oppenheimer says, "we'd draw on everything from Greek Mythology to Shakespeare to the modern musical revue. Dramatic sketches that are too short or too long for standard time divisions would be excellent fare for us. We'll be able to use material of nearly any length and expose every facet of our multi-talented company of players."

An intensive talent screening process, with auditions scheduled on a nationwide basis, would provide the players from which the permanent company would be selected.

Looking toward extra benefits of the format, Mr. Oppenheimer says it is not unlikely that ideas for separate programs would emerge as a result of the proving ground "A Company of Players" will provide.

Mr. Oppenheimer's Burlingame Productions Inc. will produce the shows which will be either live or filmed before live audiences. Burlingame also will produce "The Ten Commandments."

the company would be a good thing to take off of the

Best that is made is made in the best part.

CAST AND SYNOPSIS FOR 'HAPPY BIRTHDAY' COLORCAST

- - -

On NBC-TV's "Producers' Showcase" Monday, June 25, 8-9:30 p.m., EDT

CAST

Addie Bemis.....BETTY FIELD
Paul.....BARRY NELSON
Tot.....Enid Markey*
Emma.....Luella Gear*
Maude.....Tina Louise*
Herman.....Harry Bellaver*
Gail.....Wynne Gibson
Homer Bemis.....William Harrigan
Dad Malone.....Harold Vermilyea
Judge.....G. Albert Smith
Mr. Nanino.....James Bender
Bella.....Parker McCormick
Gabe.....Sidney Armus
June.....Phyllis Hill
Don.....Tige Andrews
Myrtle.....Millette Alexander
Margot.....Lidija Franklin
Manuel.....Joe Milan
Bert.....Buster Davis
Policeman.....Humphrey Davis

* (Featured)

(more)

SYNOPSIS

The entire action of the play is continuous throughout the four acts and takes place in the Jersey Mecca Cocktail Lounge in Newark, N.J. The time is the present. It tells the whimsically comic story of Addie Bemis (Betty Field), a modest librarian who pursues Paul (Barry Nelson), a bank clerk whom she secretly loves, into a Jersey bar. After a drink or two to steady her nerves, Addie's personality undergoes a decided change. With new courage, and aided by the denizens of the bistro who champion her cause, Addie sets out on a campaign to win her man.

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NBC-New York, 6/19/56

NANCY HAMBURGER IS NAMED MAGAZINE EDITOR FOR NBC PRESS
AND PUBLICITY; COLLEEN HOEFER IS APPOINTED ASSISTANT

Nancy Hamburger has been named magazine editor for
NBC Press and Publicity, it was announced today by Ellis
Moore, Director of the Press Department.

Mr. Moore also announced that Colleen Hoefer has
been appointed assistant magazine editor.

Miss Hamburger joined NBC Press in May, 1955, as
assistant magazine editor. Before that she was magazine
editor for the TV and Radio Publicity Department of Young
and Rubicam's Bureau of Industrial Service (1954-55), a
staff writer (1950-51) and magazine editor for the American
Broadcasting Company. A native of Baltimore, Md., she was
graduated from Sarah Lawrence College in 1950. She lives
in New York.

Miss Hoefer, a native of Detroit, Mich., was
assistant drama critic for the Detroit Times (1942-43), an
editor for the United Press in Detroit, Chicago and
Milwaukee (1943-44), an editor for the Associated Press in
Chicago (1944-46) and Dave Garroway's press agent (1947-53).
She joined the NBC Press Department in 1953 as a staff
writer, and lives in New York.

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NBC-New York, 6/19/56

NANCY HAMBURGER IS BORN IN NEW YORK CITY AND LIVES
AND PUBLISHED; CURRENTLY, SHE IS ASSISTANT

NANCY HAMBURGER HAS BEEN NAMED MANAGING EDITOR FOR

THE NEW YORK TIMES, AS WAS ANNOUNCED TODAY BY THE

MANAGING DIRECTOR OF THE TIMES PUBLICATIONS.

MR. HAMBURGER ALSO MENTIONED THAT GILBERT HAMBURGER HAS

BEEN APPOINTED ASSISTANT MANAGING EDITOR.

MISS HAMBURGER JOINED THE NEW YORK TIMES IN MAY, 1955, AS

ASSISTANT MANAGING EDITOR. BEFORE THAT SHE WAS MANAGING

EDITOR FOR THE TV AND RADIO PUBLICATIONS DEPARTMENT OF THE

NEW YORK TIMES. SHE WAS MANAGING EDITOR (1951-55) OF

THE NEW YORK TIMES (1951-55) AND MANAGING EDITOR FOR THE

NEW YORK TIMES. A FATHER OF THE NEW YORK TIMES

EXERCISED THE NEW YORK TIMES IN 1950. SHE WAS

IN NEW YORK.

MISS HAMBURGER, A NATIVE OF NEW YORK CITY, WAS

ASSISTANT MANAGING EDITOR FOR THE NEW YORK TIMES (1951-55),

EDITOR FOR THE NEW YORK TIMES IN 1950, BEFORE SHE

WAS (1943-45), AN EDITOR FOR THE NEW YORK TIMES IN

CHICAGO (1938-43) AND THE NEW YORK TIMES (1938-43).

SHE JOINED THE NEW YORK TIMES IN 1955 AS A

WRITER AND LIVES IN NEW YORK.

CREDITS FOR ERNIE KOVACS' MONDAY NIGHT SHOW ON NBC-TV

TIME: NBC-TV, three out of four Mondays,
8-9 p.m., EDT, starting July
2, 1956.

STAR: Ernie Kovacs.

CAST: Edie Adams, vocalist-comedienne;
The Hamilton Trio, dancers;
and Henry Lascoe, comedian.

FORMAT: Comedy-variety show featuring
sketches and songs by the
regular cast; guest stars.

PRODUCER: Perry Cross.

DIRECTOR: Barry Shear.

MUSIC DIRECTOR: Harry Sosnik.

CHOREOGRAPHER: Bob Hamilton.

WRITERS: Ernie Kovacs, Rex Lardner, Deke
Hayward, Mike Marmer.

SETS: Herb Andrews, Burr Schmidt.

COSTUMES: Guy Kent.

UNIT MANAGER: Hugh Brannigan.

ORIGINATION: Century Theater, New York City.

NBC PRESS REPRESENTATIVE: Mary Karr.

(NOTE: Ernie Kovacs' daytime show on NBC-TV is telecast Mondays
through Fridays, 10:30-11 a.m., EDT.)

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NBC-New York, 6/19/56

• JUNE 1995 • VOLUME 12 • NUMBER 2 • 27

CREDITS FOR 'LUX VIDEO THEATRE' SUMMER PREVIEW SERIES ON NBC-TV

TIME: NBC-TV, Thursdays, 10-11 p.m.,
EDT.

FORMAT: Full-hour TV adaptations of
stories and plays which are
potential motion pictures,
presented in Summer series
(June 14 - Sept. 6).

STARS: Different stars each week, from
screen, stage and television.

EXECUTIVE PRODUCER: Stanley Quinn.

PRODUCER: Cal Kuhl.

DIRECTORS: Norman Morgan, Earl Ebi, Fred
Carney, Michael Dreyfuss.

UNIT MANAGER: Larry Fielder.

STORY EDITOR: Richard McDonagh.

SET DIRECTION: William Craig Smith.

MUSIC DIRECTOR: Rudolph Schrager.

HOST: Ken Carpenter.

SPONSOR: Lever Bros. Co.

AGENCY: J. Walter Thompson Co.

ORIGINATION: Live, from NBC Studios, Burbank,
Calif.

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CONDITIONS FOR OUR VIDEO THEATRE, SUMMER PREVIEW SERIES ON NBC-TV

NBC-TV, Thursday, May 11, 1961

RE:

Full-length TV adaptations of

stories and plays which are

potential motion pictures.

presented in Summer Series

June 14 - 2001

Director/ stars will work from

script, stage and television

script/ column

Col. Kuhl

Samuel Johnson, Earl, Earl, Earl

Country, Michael, Michael

Larry, Richard

Richard, Richard

William, William

Rudolph, Rudolph

Ken, Ken

Levet Bros. Co.

J. Whitcomb Thompson Co.

Live, Live, Live

CALL

TIME

PERIOD

STAGE

EXECUTIVE PRODUCER

PRODUCER

DIRECTOR

UNIT MANAGER

STORY EDITOR

ART DIRECTOR

MUSIC DIRECTOR

HOST

TECHNICAL

AGENCY

COORDINATION



COLOR TELEVISION NEWS

A SERVICE OF



June 19, 1956

NBC COLOR TELECAST SCHEDULE

JULY, 1956

(All Times Are EDT)

Sunday,	July 1	5:00- 5:30 p.m. -- ZOO PARADE.
Monday through Friday	July 2 through July 6	3:00- 4:00 p.m. -- NBC MATINEE THEATER.
Wednesday,	July 4	7:30- 7:45 p.m. -- JAYE P. MORGAN SHOW.
Saturday,	July 7	8:00- 9:00 p.m. -- PATTI PAGE SHOW.
Sunday,	July 8	5:00- 5:30 p.m. -- ZOO PARADE.
Monday through Friday	July 9 through July 13	3:00- 4:00 p.m. -- NBC MATINEE THEATER.
Wednesday,	July 11	9:00-10:00 p.m. -- KRAFT TELEVISION THEATRE.
Sunday,	July 15	5:00- 5:30 p.m. -- ZOO PARADE.
Sunday,	July 15	7:30- 9:00 p.m. -- SUNDAY SPECTACULAR -- "THE BACHELOR," with Hal March, Carol Haney, Jayne Mansfield and others to be announced.
Monday through Friday	July 16 through July 20	3:00- 4:00 p.m. -- NBC MATINEE THEATER.
Wednesday,	July 18	7:30- 7:45 p.m. -- JAYE P. MORGAN SHOW.
Wednesday,	July 18	9:00-10:00 p.m. -- KRAFT TELEVISION THEATRE.

(more)

1911-12

STATE OF NEW YORK
IN SENATE
January 10, 1912

REPORT OF THE

COMMISSIONER OF THE LAND OFFICE

IN RESPONSE TO A RESOLUTION PASSED BY THE SENATE

ON JANUARY 10, 1911

ALBANY: J.B. LEECH, STATE PRINTER, 1912

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ALBANY: J.B. LEECH, STATE PRINTER, 1912

ALBANY: J.B. LEECH, STATE PRINTER, 1912

2 - NBC Color Telecast Schedule for July, 1956

Saturday,	July 21	8:00- 9:00 p.m. -- JULIUS LA ROSA SHOW.
Sunday,	July 22	5:00- 5:30 p.m. -- ZOO PARADE.
Sunday,	July 22	9:00-10:00 p.m. -- ALCOA HOUR.
Monday through Friday	July 23 through July 27	3:00- 4:00 p.m. -- NBC MATINEE THEATER.
Monday,	July 23	8:00- 9:30 p.m. -- PRODUCERS' SHOWCASE -- "ROSALINDA" with Cyril Ritchard, Jean Fenn and Lois Hunt.
Wednesday,	July 25	9:00-10:00 p.m. -- KRAFT TELEVISION THEATRE.
Saturday,	July 28	8:00- 9:00 p.m. -- JULIUS LA ROSA SHOW.
Sunday,	July 29	5:00- 5:30 p.m. -- ZOO PARADE.
Monday and Tuesday	July 30 and July 31	3:00- 4:00 p.m. -- NBC MATINEE THEATER.

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NBC-New York, 6/19/56

Today	July 21	8:00-9:00 p.m. -- JULIUS CAESAR SHOW.
TV	July 22	5:00-5:30 p.m. -- ZOO PARADE.
TV	July 22	9:00-10:00 p.m. -- ALCOA HOUR.
TV	July 23	3:00-4:00 p.m. -- NBC MATINEE THEATER.
TV	July 27	3:00-4:00 p.m. -- NBC MATINEE THEATER.
TV	July 23	8:00-9:30 p.m. -- PRODUCERS' SHOWCASE -- "ROSEALINDA" with GAYLE Peterson. Dean Cain and Lois Hunt.
Today	July 25	9:00-10:00 p.m. -- KRAFT TELEVISION THEATER.
Today	July 28	8:00-9:00 p.m. -- JULIUS CAESAR SHOW.
TV	July 29	5:00-5:30 p.m. -- ZOO PARADE.
TV	July 30	3:00-4:00 p.m. -- NBC MATINEE THEATER.
TV	July 31	3:00-4:00 p.m. -- NBC MATINEE THEATER.



TRADE NEWS

A SERVICE OF



NANCY HERBERT
ROOM 320

2 COPIES X-H

June 20, 1956

MARTHA ROUNTREE TO MODERATE 'PRESS CONFERENCE,' NBC-TV SERIES
PRESENTING WASHINGTON PRESS PANEL QUIZZING BIG NAMES IN NEWS

PRESS CONFERENCE, a new half-hour television interview series moderated by Martha Rountree and featuring top personalities in public life questioned by outstanding Washington press members, will start on the NBC Television Network Wednesday, July 4 (8-8:30 p.m., EDT).

The series, which will be televised each Wednesday night for 13 weeks (through Sept 26), will be sponsored by the Corn Products Refining Corporation. It is possible that the series may be extended until after Election Day in another time period.

On the program Miss Rountree will preside over a news conference at which 16 members of the Washington press corps, including six "regulars" and ten "guests," will interview an outstanding member of Congress, a representative of the Government's Executive branch, a politician, a member of the diplomatic corp or another news-making figure.

(more)

2 - 'Press Conference'

Miss Rountree pointed out that her show will give the American television audience an opportunity to sit in on an actual news session at which Washington reporters will vie with each other in asking questions about the leading stories of the day.

Miss Rountree with Lawrence Spivak founded "Meet the Press" in 1945, and served as moderator until 1953, when she sold out her interest to Mr. Spivak.

C. L. Miller Company, Inc., is the advertising agency for the Corn Products Refining Corporation.

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NBC-New York, 6/20/56

Miss Lawrence pointed out that her show

will give the American television audience an opportunity to sit in on an actual news session at which Washington reporters will sit with each other in asking questions about the leading stories of the day.

Miss Lawrence with Lawrence Spivak founded "Meet the Press" in 1945, and served as moderator until 1953, when she sold out her interest to Mr. Spivak.

C. A. Miller Company, Inc., is the advertising agency for the Green Products Retail Corporation.

REC-100 York, 6/20/53



TRADE NEWS

A SERVICE OF



June 20, 1956

ALL-STAR BASEBALL GAME ON 'GILLETTE CAVALCADE OF SPORTS'

FROM WASHINGTON, TUESDAY, JULY 10, ON NBC-TV

Attention, Sports Editors

The 23rd annual All-Star Baseball Game, which will be played at Griffith Stadium in Washington, D.C., on Tuesday, July 10, will be televised by the National Broadcasting Company. Telecast time is 12:45 p.m., EDT, 15 minutes before game time.

This will be the seventh consecutive year that NBC-TV has covered the diamond classic. The coast-to-coast telecast will be sponsored by the Gillette Safety Razor Company as a "Gillette Cavalcade of Sports" feature.

The voting of fans will select the starting lineup for both teams except for pitchers, who will be chosen by the managers along with the balance of the squads. Walter Alston, pilot of the world champion Brooklyn Dodgers, will be the National League manager and Casey Stengel, the New York Yankees' leader, will manage the American League squad.

The American League holds a 13-9 edge in the All-Star series. The National League, however, has won five of the last six games including last year's contest at Milwaukee (by a score of 6-5 on Stan Musial's 12th-inning homer).

-----O-----



TRADE NEWS

A SERVICE OF



June 20, 1956

'MAN AGAINST CRIME' STARRING FRANK LOVEJOY STARTS ON NBC-TV
SUNDAY NIGHTS UNDER SPONSORSHIP OF PROCTER & GAMBLE

Frank Lovejoy will star as Mike Barnett, private detective, in MAN AGAINST CRIME beginning on NBC-TV Sunday, July 1 (10 p.m., EDT). The series takes the time-spot of "The Loretta Young Show" for eight Summer weeks.

"Man Against Crime," originating live in Hollywood, brings back to TV the detective series created by Lawrence Klee, which originally starred Ralph Bellamy.

Frank Lovejoy, the new star, is well-known for his varied radio, television and movie roles.

During the premiere July 1, Mike Barnett seeks to stop an ingenious gambler who has perfected a scheme for winning at roulette. The gambling house is in jeopardy of going broke, but Barnett uncovers the fraud.

The series will be sponsored by Procter & Gamble, through Benton & Bowles, Inc. "Man Against Crime" will be produced by Bill Spier and directed by George Caham.

-----O-----

CREDITS FOR 'MAN AGAINST CRIME' ON NBC-TV

TIME: Sundays, 10 to 10:30 p.m., EDT.
(An eight-week series of live
TV shows, starting Sunday,
July 1, 1956.)

STAR: Frank Lovejoy as Mike Barnett,
private detective.

FORMAT: Detective mystery dramas.

CAST: Frank Lovejoy as Mike Barnett,
is starred. Cast varies weekly.

PRODUCER: Bill Spier

DIRECTOR: George Caham

CREATED BY: Lawrence Klee

SCRIPT: Various writers

SPONSOR: Procter & Gamble

AGENCY: Benton & Bowles, Inc.

ORIGINATION: "Live" from Hollywood.

STARTING DATE ON NBC-TV
(THIS SERIES): Sunday, July 1, 1956

NBC PRESS REPRESENTATIVE
(NEW YORK): Al Busse

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June 20, 1956

"HOME'S" FURNISHINGS EDITOR, CLAIRE BARROWS, VISITS CHICAGO
TO SELECT FURNITURE FOR "THE HOUSE THAT HOME BUILT"

Claire Barrows, home furnishings editor for NBC-TV's HOME (Monday through Friday, 11 a.m. to 12 noon, EDT) is attending the International Home Furnishings Market in Chicago, Ill. this week where furniture for the three New York pilot models of "The House That Home Built" is being selected.

Miss Barrows is accompanied by Joseph Murphy, furniture buyer, and Rebecca Petrikin, home furniture coordinator for Stern Brothers Department Store, New York. (Stern's is furnishing the three pilot models, each built in a different price classification, which will be furnished accordingly.) "The Aristocrat," most expensive model of the three houses, will have modern furniture. "The Spacesetter," will be done in traditional fashion and "The Celebrity," smallest house of all, will be furnished with "easy maintenance" furniture.

In addition to assisting with the selection of the furniture for the three houses, Miss Barrows will make selections of various items to be shown on "Home" as part of the home furnishing department's news report for the Fall season.

(more)

"The House That Home Built," a project inaugurated by the NBC-TV program as a service to the home-buying public and the home-building industry offers the choice of three models to accommodate families of varying needs. Eldridge Snyder, nationally-known architect designed the houses, aided by the Research Institute of the National Association of Home Builders.

Fifty-nine builders in 54 cities, covering almost every major area in the United States, are now in the process of constructing a total of 76 models of "The House That Home Built."

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NBC-New York, 6/20/56

The House of Representatives has passed a bill to create a new agency to oversee the federal government's information systems. The bill is part of a larger effort to reform the federal government's information systems. The bill is expected to be signed into law by the President.

Continued on next page

Continued on next page

CREDITS FOR MONDAY AND TUESDAY SHOWS ON 'TONIGHT'

TITLE: TONIGHT

TIME: NBC-TV, Mondays and Tuesdays, 11:30 p.m.-
1 a.m., EDT.

FORMAT: Comedy-variety featuring guest emcees and
guest entertainers.

STAR: Various hosts pinch-hitting for Steve Allen.

CAST: Gene Rayburn, announcer; Skitch Henderson,
musical director; and vocalists Eydie
Gorme, Pat Kirby, Steve Lawrence and Andy
Williams (on a rotating basis).

PRODUCER: Roger Gimbel

DIRECTOR: James Elson

CONTINUITY WRITERS: Claire Rosenstein, Herb Reich, Woody Allen

SETS: Sy Tomashoff

COSTUMES: Jocelyn Cohen

TECHNICAL SUPERVISOR: Jerry Cudlipp

TECHNICAL DIRECTOR: Carl Cabasin

UNIT MANAGER: Vito Matti

PUBLIC RELATIONS
COORDINATOR: Alida Mesrop

ORIGINATION: Hudson Theatre, New York City

NBC PRESS
REPRESENTATIVE, N.Y.: Mary Karr

(NOTE: Steve Allen presides as host of TONIGHT on Wednesdays,
Thursdays and Fridays.)

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NBC-New York, 6/20/56



TRADE NEWS

2 COPIES X-H

A SERVICE OF



June 21, 1956

OVER \$4,500,000 IN DAYTIME-TV SALES

RECORDED BY NBC IN SINGLE WEEK

More than \$4,500,000 in daytime television purchases on NBC was recorded during one week alone, it was announced today by George H. Frey, Vice President in charge of Sales for the NBC Television Network.

Four advertisers accounted for the upsurge in daytime billings with the week ending June 15. They are:

Sterling Drug, Inc., marking its entry on daytime NBC Television, has purchased the Tuesday and Thursday telecasts of "Modern Romances" for 52 weeks, effective Aug. 2, to advertise its Bayer Aspirin, Phillip's Milk of Magnesia, Dr. Lyon's Tooth Powder and Energine Lighter Fluid products. "Modern Romances," now seen 4:15-4:30 p.m., EDT, will be presented weekdays, 4:45-5 p.m., EDT, starting July 2.

Lehn and Fink Products Corp. has purchased extensive schedules in two NBC-TV programs -- "Queen For A Day" now seen weekdays 4:30-5 p.m., EDT, and which will be presented 4-4:45 p.m., EDT, starting July 2; and "It Could Be You" now seen weekdays 12-12:30 p.m., EDT, and to be

(more)

2 - Daytime TV Sales

presented 12:30-1 p.m., EDT, effective July 2. The corporation will sponsor the 4:15-4:30 p.m., EDT, segment of "Queen For A Day" for 26 alternate weeks beginning Aug. 7; and 13 alternate weeks of the Tuesday, 12:45-1 p.m., EDT, portion of "It Could Be You" starting Oct. 2.

Armour and Company's poultry division has purchased 15 participations in NBC-TV's "Matinee Theatre" starting Sept. 13.

Standard Brands has renewed its Tuesday and Friday, 2:45-3 p.m., EDT, portions of "The Tennessee Ernie Ford Show" (weekdays, 2:30-3 p.m., EDT) for 52 weeks beginning Aug. 6.

Dancer-Fitzgerald-Sample, Inc., is the advertising agency for Sterling Drug, Inc.; Lehn and Fink Products Corp. is represented by McCann-Erickson, Inc.; Armour and Co. is represented by N.W. Ayer & Son, Inc.; and Standard Brands' agency is Ted Bates and Company, Inc.

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NBC-New York, 6/21/56



TRADE NEWS

A SERVICE OF



June 21, 1956

THE 'ALCOA HOUR' RENEWED FOR SECOND YEAR ON NBC-TV

BY THE ALUMINUM COMPANY OF AMERICA

The Aluminum Company of America has renewed its sponsorship of the ALCOA HOUR dramatic series on NBC-TV alternate Sundays, 9-10 p.m., EDT, for another year beginning Oct. 14, it was announced today by George H. Frey, Vice President in charge of Sales for NBC Television. The "Goodyear Playhouse" alternates with "Alcoa Hour."

The renewal marks the second year of ALCOA sponsorship of the full-hour drama series produced by Herbert Brodtkin.

Some of television's foremost writers have contributed to the series during the past season, including David Davidson, John H. Secondari, F. Hugh Herbert, Alvin Sapinsley, John Vlahos and Roger O. Hirson.

Among the well-known stage and screen personalities who have appeared on the series are Claude Rains, Lee J. Cobb, Melvyn Douglas, Keenan Wynn, Tom Ewell, Robert Preston, Franchot Tone and Boris Karloff.

Fuller and Smith and Ross, Inc., is the agency representing the Aluminum Company of America.

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TRADE NEWS

A SERVICE OF



June 21, 1956

STANDARD BRANDS RENEWS SPONSORSHIP
OF 'TENNESSEE ERNIE FORD' SEGMENTS

Standard Brands will sponsor the Tuesday and Friday, 2:45-3 p.m., EDT, segments of the TENNESSEE ERNIE FORD SHOW on NBC-TV for another 52 weeks effective Aug. 6, it was announced today by George H. Frey, Vice President in charge of Sales for NBC-TV.

The informal variety show starring the humorist-singer is seen Monday-through-Friday, 2:30-3 p.m., EDT.

The advertising agency for Standard Brands is Ted Bates and Company, Inc.



TRADE NEWS

A SERVICE OF



June 21, 1956

GOVERNORS' CONFERENCE IN ATLANTIC CITY WILL GET A PREVIEW OF NBC'S PLANS AND EQUIPMENT FOR POLITICAL CONVENTIONS

NBC will conduct a special demonstration and briefing on its new political convention equipment Tuesday for the members of the annual Governors' Conference in Atlantic City.

Personal invitations to the 48 governors to hear high-ranking company officials explain the network's radio and television convention plans, and to attend the first public showing of the advanced electronic equipment to be used in Chicago and San Francisco, were extended by Davidson Taylor, NBC Vice President in charge of Public Affairs.

Among the items to be demonstrated to the state officials will be the RCA experimentally developed "transceiver," a tiny two-way radio about the size of a lady's formal handbag, and the "creepie-peepie," a portable television camera which is held in the hand like a flare pistol.

"We feel that the governors are a particularly appropriate audience for the unveiling of NBC's programming plans and devices for the political conventions," Mr. Taylor said. "These state officers

(more)

2 - Governors' Conference

will play key roles in Chicago and San Francisco in August, many of them heading the state delegations, and for this reason we feel they will be especially interested in hearing the outline of NBC's coverage methods."

Portions of the program will be conducted by William R. McAndrew, Director of NBC News; Barry Wood, NBC Director of Special Events; Chet Huntley, one of the NBC-TV convention anchor men, and Mr. Taylor.

Portability and mobility will be stressed in a display contrasting the bulky equipment used in previous convention reporting to the 1956 devices. Films made in the convention cities especially for the briefing will be shown, and special features such as "NBC's Cross-Country Caucus," hour-long pre-convention shows, and the "Convention Centrals," giant on-the-spot communication centers, will be explained.

NBC Washington Correspondent Richard Harkness, who has covered the Governors' Conference for the past several years, will act as host.

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NBC-New York, 6/21/56

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the methods."

Portions of the program will be moderated by William F. New, Director of NBC News; Barry Wood, NBC Director of Specials; Chet Huntley, one of the NBC-TV convention anchor men, and

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NBC Washington Correspondent Richard Harkness, who has covered the Governors' Conference for the past several years, will

PRODUCTION CREDITS FOR COLORCAST OF "HAPPY BIRTHDAY"
ON NBC-TV'S "PRODUCERS' SHOWCASE"
MONDAY, JUNE 25, 8-9:30 P.M., EDT

PRODUCTION CREDITS

GUEST PRODUCER-DIRECTORALEX SEGAL
PRODUCTION ASSOCIATEANDREW McCULLOUGH
AUTHORANITA LOOS
TV ADAPTATIONROBERT WALLSTEN
MUSICAL DIRECTOR AND CONDUCTORGEORGE BASSMAN
SONG:
"I Haven't Got a Worry in the World" by . . .RICHARD RODGERS and
OSCAR HAMMERSTEIN II
SETTINGSOTIS RIGGS
COSTUMESJEROME BOXHORN
CASTING DIRECTORJOAN MacDONALD
TECHNICAL DIRECTORJACK COFFEY
LIGHTING DIRECTORJACK FITZPATRICK
ASSOCIATE DIRECTORDEAN WHITMORE
PRODUCTION STAGE MANAGERGEORGE LAWRENCE
UNIT MANAGERWARREN BURMEISTER
PRODUCTION ASSISTANTEDITH HAMLIN
SPONSORSFORD and RCA VICTOR
AGENCY (for both accounts)KENYON & ECKHARDT
NBC PRESS REPRESENTATIVE (New York)ALEC S. NYARY

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NBC-New York, 6/21/56

PRODUCTION CREDITS FOR "HAPPY BIRTHDAY"

ON WFO-TV'S "PRODUCERS' SHOWCASE"

MONDAY, JUNE 22, 8-9:30 P.M. EDT

PRODUCTION CREDITS

EXECUTIVE PRODUCER-DIRECTOR ALAN WELLS

PRODUCTION ASSOCIATE ANDREW MONTGOMERY

AUTHOR LITA LOO

TV ADAPTATION ROBERT WALLSTEIN

MUSICAL DIRECTOR AND CONDUCTOR GEORGE BAUMANN

SONG:

"I Haven't Got a Word in the World" BY RICHARD RODGERS AND

OSCAR HARTWIGSON II

SETTING OTIS HIGGS

COSTUMES JAMES FORD

CASTING DIRECTOR JOAN MARSHALL

TECHNICAL DIRECTOR JACK COOPER

LIGHTING DIRECTOR JACK FLETCHER

ASSOCIATE DIRECTOR DEAN WATSON

PRODUCTION STAGE MANAGER GEORGE LAMOND

UNIT MANAGER HARRY SHAW

PRODUCTION ASSISTANT LITA WELLS

PRODUCED BY FORD AND ALAN WELLS

ROONEY (for local account) KENNY & RICHARD

PRO PRESS REPRESENTATIVE (NEW YORK) ALAN S. WELLS



COLOR TELEVISION NEWS

A SERVICE OF



June 22, 1956

HAL MARCH, CAROL HANEY, JAYNE MANSFIELD AND JULIE WILSON SIGNED FOR
'THE BACHELOR,' NBC 'SUNDAY SPECTACULAR' COLORCAST JULY 15;
STEVE ALLEN WRITES MUSIC AND LYRICS FOR SPOOF ON AD MAN

Hal March, Carol Haney and Jayne Mansfield will be starred and Julie Wilson featured in a new television musical, "The Bachelor," written especially for THE SUNDAY SPECTACULAR July 15 (NBC-TV, 7:30-9 p.m., EDT, in color and black and white).

Arnie Rosen and Coleman Jacoby wrote the book and Steve Allen, of "Tonight" and the "Steve Allen Show," composed the music and lyrics.

It's a good-humored lightly satiric spoof about a bachelor advertising agency account executive who has three girls in his life -- all different -- and thinks that's the ideal existence, especially with an efficient secretary to see that they never learn of one another's existence. When the secretary brings them together in the hope of forcing the issue, the bachelor confounds them all with his own highly original solution of the dilemma.

March, who handles the emcee assignment on the "\$64,000 Question," will portray the elusive bachelor Larry. Carol Haney, who scored on Broadway in the hit musical, "The Pajama Game," will be the devoted secretary Marion glumly described by her boss this way: "Women can't resist nagging, even if they're secretaries."

(more)

July 10, 1900

My dear Mr. Brewster, I have just received your letter of the 7th inst. and am glad to hear that you are well and happy. I am also well and hope to hear from you again soon.

I have been thinking of you very much lately and wondering how you are getting on. I hope you are still as active as ever and that your work is going well.

I am sure you will find many interesting things to write about in your next letter. I am looking forward to it with great interest.

I have been very busy lately with my work, but I have managed to find some time to write to you. I hope you are still as well as ever.

I am sure you will find many interesting things to write about in your next letter. I am looking forward to it with great interest.

I am sure you will find many interesting things to write about in your next letter. I am looking forward to it with great interest.

Jayne Mansfield, the blond star of the Broadway comedy, "Will Success Spoil Rock Hunter?" will be seen as Robin, a lyrically lovely model. Larry describes her this way: "Sometimes she doesn't know whether she's coming or going. Fortunately she looks good both ways. She wants to be respected for her mind and she even went so far as to join the Book-of-the-Month Club. To date they've sent her 18 books and she's read all but 17."

Then there's Leslie, who will be portrayed by supperclub singer Julie Wilson, currently appearing on Broadway in "The Pajama Game." Larry's smugly masculine assessment of her goes like this: "Leslie is an intelligent, challenging, efficient career girl -- sort of a sexy IBM machine...She loves the excitement, the glamor and the prestige of her job and looks forward to the day she can get married and give it all up."

The actress playing Francesca, a society girl, will be announced soon. Larry finds her an expensive date: "She lives on a big estate on Long Island. I was out there once but I never did meet her folks. They were spending the weekend in another part of the house. Francesca is not exactly what you would call the outdoor type. Her idea of exercise is walking from a nightclub to a taxi."

Joe Cates will produce and direct "The Bachelor." Ervin Drake will be associate producer. Ted Raph will conduct the orchestra, Guy Kent will design the costumes and Burr Smidt the sets.

Sponsors and their advertising agencies are the Kraft Foods Company through J. Walter Thompson Company of Chicago; the U.S. Rubber Company through Fletcher D. Richards, Inc., of New York; the Maybelline Company through Gordon Best and Company of Chicago and the National Savings and Loan Foundation, Inc., through McCann-Erickson, Inc., of New York.

Larry Hamilton, the blond star of the Broadway musical,

success story "Rocky Horror" will be seen as Robin, a typically

model. Larry described her this way: "She's a girl who doesn't

whether she's coming on strong. She's a girl who looks good with

. She wants to be successful for her mind and she even wants to

to join the Rock of the Rock. She's a girl who looks good with

and she's ready to go it."

Then there's Robin, who will be portrayed by supporting

at John Wilson, currently appearing on Broadway in "The Boy

". Larry's highly sensitive awareness of her good looks

is in an intelligent, challenging, artistic career girl —

work, IBM machine. She loves the excitement, the lights and the

type of her job and looks forward to the day she can go home

live it all up."

The actress playing Hamilton, a country girl, will be

named soon. Larry told her an exclusive story: "She lives in a

castle on Long Island. I was out there once but I don't

her folks. They were spending the weekend in another part of the

. The house is not exactly what you would call the perfect type

and it certainly is nothing like a castle to a girl."

Joe Green will produce and direct "The Bachelor." Robin

will be supported by Robin. Ted Roth will produce the musical,

Next will be the musical and will be the

Sponsors and their advertising agencies are the Hill Group

and through J. Walter Thompson Company of Chicago, the U.S.

and Company through Friedman, F. Friedman, Inc., of New York and

selling Company through Gordon Ross and Company of Chicago and the

and through J. Walter Thompson, Inc., of New York and



TRADE NEWS

A SERVICE OF



June 22, 1956

'FESTIVAL OF STARS,' FILMED DRAMAS WITH NOTED STARS,
STARTS JUNE 30 IN NBC-TV SATURDAY NIGHT TIME-SPOT

FESTIVAL OF STARS, a series of dramatic films featuring Broadway and Hollywood stars, starts on NBC-TV Saturday, June 30 (9:30-10 p.m., EDT).

"Festival of Stars" will be sponsored on alternate Saturdays by Purex Corporation, Ltd., and the Whitehall Pharmaceutical Co., through the Weiss & Geller, Inc., agency of Chicago (for Purex) and Ted Bates & Co., Inc., of New York (for Whitehall).

The lineup of shows and stars follows: June 30, (Purex) "The Fabulous Sycamores" with Cecil Kellaway and Barbara Britton; July 7, (Whitehall, for Anacin) "Silent Stranger" with Richard Conte; July 14, (Purex) "12 to Eternity" with Edward Arnold and Barbara Britton; July 21, (Anacin) "Blue Ribbon" with Scott Brady; July 28, (Purex) "Dear Diane" with Gene Raymond and Joan Bennett; Aug. 4, (Anacin) "Husband," with Barry Sullivan; Aug. 11, (Purex) "Double Trouble," with Brian Donlevy and Richard Denning; Aug. 18, (Anacin) "Mr. Kagel and the Baby Sitter," starring Charles Coburn; Aug. 25, (Purex) "Alibi," with Ralph Bellamy and Patricia Medina; Sept. 1, (Anacin) "The Kill," starring Macdonald Carey and Marilyn Erskine, and Sept. 8, (Purex) "Sheila," with Irene Dunne.

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CREDITS FOR 'FESTIVAL OF STARS' ON NBC-TV

* _____ *

TIME: Saturdays, 9:30-10 p.m., EDT,
beginning June 30, 1956.

FORMAT: Broadway and Hollywood Stars in
half-hour filmed dramas.

STARS: Various each week.

PRODUCERS: Fred Briskin, Joseph Hoffman and
Irving Starr.

DIRECTOR: Various.

WRITER: Various.

STORY EDITOR: Margaret Wilder.

DIRECTOR OF PHOTOGRAPHY: Gert Andersen, A.S.C.

ART DIRECTOR: Ross Bellah.

SUPERVISING EDITOR: Richard Fantl, A.C.E.

FILM EDITOR: Al Clark, A.C.D., and John D. Faure.

SET DIRECTOR: Various.

SPONSORS: Purex Corporation and Whitehall
Pharmaceutical Corporation.

AGENCIES: Weiss & Geller, Inc. (Purex),
Ted Bates & Co., Inc. (Whitehall)

PACKAGER: Screen Gems, Inc.

ORIGINATION: Filmed in New York and Hollywood.

NBC PRESS REPRESENTATIVE
(NEW YORK): Gene Lushbaugh.

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W-TRN 12 JANUARY TO JANUARY 1961 510000



A SERVICE OF



June 22, 1956

NBC ROOF SPACE ATOP MERCHANDISE MART, CHICAGO,
TO BE USED AS HELICOPTER AIR TAXI STATION

The Helicopter Air Service of Chicago will use NBC roof space atop the Merchandise Mart as a heliport station in a new air taxi service between downtown Chicago and outlying points under the terms of an agreement between stations WNBQ-WMAQ and the helicopter firm.

NBC plans to make extensive use of the helicopter service during the Democratic Convention in Chicago this August. Equipment and personnel will be shuttled between studios in the Mart and the International Amphitheater, several miles South of the Loop. Newsreel film shot at the convention can be rushed back to the studios by helicopter in a matter of minutes.

The heliport plans were announced by Henry T. Sjogren, Assistant General Manager of WNBQ-WMAQ, and John S. Gleason, President and Treasurer of the Helicopter Air Service. The helicopter firm plans to conduct charter and

(more)

2 - Helicopter Air Service

regular service from the Mart roof to Chicago airports and other nearby points.

One of the first customers to use the Mart roof service was Jules Herbuveaux, NBC Vice President and General Manager of WNBQ-WMAQ, who was flown to Midway Airport where he boarded an airliner for a business trip to New York. The trip took 10 minutes, as compared to almost an hour by ground transportation.

NBC leases 50,000 square feet on the 19th floor level of the Merchandise Mart roof. About half of this space is occupied by a new building which is to house various TV production and engineering shops. The vacant space is to be used as a heliport.

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NBC-New York, 6/22/56

regular service from the West coast to Chicago airports and other nearby points.

One of the first customers to use the West coast

service was John H. Hines, HRC Vice President and General Manager of Hines-Wood, who was flying to Midway Air-
port where he boarded an airplane for a business trip to
New York. The trip took 10 minutes, as compared to almost
an hour by ground transportation.

HRC serves 20,000 square feet on the 13th floor

level of the Merchandise Mart West. About half of this
space is occupied by a hot building which is to house various
TV production and engineering shops. The second floor is to
be used as a helipad.

HRC-West, 6/25/56



COLOR TELEVISION NEWS

A SERVICE OF



June 22, 1956

NBC COLOR TELECAST SCHEDULE

July 1 - 7

Sunday, July 1

5:00-5:30 p.m., EDT -- ZOO PARADE -- Third in a series of repeat showings of color films from last year's African safari.

Today's episode is entitled "The Highgate Ostrich Farm."

Monday, July 2

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "There's Always Juliet," by John Van Druten; adapted for television by Helene Hanff.

Tuesday, July 3

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "Seasoned Timber," Elihu Winer's adaptation of the Dorothy Canfield Fisher novel.

Wednesday, July 4

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "The Declaration," by Stephan R. Callahan and John Vlahos.

7:30-7:45 p.m., EDT -- JAYE P. MORGAN SHOW.

Thursday, July 5

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "The High Place," by Roger Garis.

(more)

2 - NBC Color Telecast Schedule

Friday, July 6

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "Black Chiffon," by
Leslie Storm, adapted for television by Philip Barry, Jr.

Saturday, July 7

8:00-9:00 p.m., EDT -- THE PATTI PAGE SHOW -- Variety show
featuring The Spellbinders, Johnny Puleo and his Harmonica
Gang, and tightrope walker Dieter Tasso.

THE FOLLOWING SHOWS WILL APPEAR ON WRCA-TV ONLY:

Monday	8:55- 9:00 a.m. -- WRCA-TV WINDOW
	9:20- 9:40 a.m. -- JOSIE'S KITCHEN
	9:55-10:00 a.m. -- WRCA-TV WINDOW
through	11:25-11:30 a.m. -- WRCA-TV WINDOW
	1:50- 2:00 p.m. -- JINX'S DIARY
Friday	11:10-11:15 p.m. -- TEX ANTOINE

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NBC-New York, 6/22/56

Monday, July 6

8:00-9:00 p.m., EDT -- WBC MATINEE THEATRE -- "Jesse James" by
Jesse Stone, adapted for television by Philip Dunne, Jr.

Tuesday, July 7

8:00-9:00 p.m., EDT -- THE PATTY PAGE SHOW -- "Patricia
Featuring The Specialists, Johnny Poles and his band
Gang, and lighted walker Dieter Tasso.

FOLLOWING SHOWS WILL APPEAR ON WBCA-TV ONLY:

8:55-9:00 a.m. -- WBCA-TV WINDOW	Monday
9:00-9:30 a.m. -- JOINTED KITCHEN	
9:30-10:00 a.m. -- WBCA-TV WINDOW	
11:25-11:30 a.m. -- WBCA-TV WINDOW	through
1:30-2:00 p.m. -- LINDA'S DIARY	
11:00-11:15 p.m. -- THE ANTOINE	Friday

AL "JAZZBO" COLLINS AND VOCALISTS TO BE HEARD
ON "SOUND FLIGHT '56," NEW NBC RADIO SERIES

SOUND FLIGHT '56, a new "live" all-star musical program emceed by Al "Jazzbo" Collins, will be heard weekly on NBC Radio starting Wednesday, June 27 (9:30-10 p.m., EDT). The series will be presented on behalf of the United States Air Force Reserve program.

Collins, a radio personality with a wide musical knowledge, will be joined on the opening broadcast by vocalists Jerri Southern and Johnny Hartman. Other guest stars from the musical world will be featured weekly.

Two musical groups, Larry Sonn and his orchestra and the Hal McKusick septet, will appear weekly with Al Collins.

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FILMING UNDER WAY FOR FALL SERIES
OF THE 'LORETTA YOUNG SHOW'

Loretta Young went before the cameras this week to begin filming next Fall's series of the LORETTA YOUNG SHOW. Her current season on NBC-TV (Sunday, 10 p.m., EDT) ends with the June 24, program, "Earthquake." ("Man Against Crime," starring Frank Lovejoy, takes over the "Loretta Young Show" time-spot for eight Summer weeks starting July 1).

The first program scheduled for shooting in the 1956-57 series at the Samuel Goldwyn Studios is "Sound of Silence." Appearing with Miss Young will be Bruce Cowling and Ross Elliott. This half-hour drama will be produced by John London and directed and written by William Bruckner.

The "Loretta Young Show" is sponsored by Procter & Gamble through Benton and Bowles, Inc.

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AL "JAZZBO" COLLINS AND VOCALISTS TO BE HEARD

ON "SOUND FLIGHT '55" NEW NBC RADIO SERIES

SOUND FLIGHT '55, a new "live" all-star musical program

by Al "Jazzbo" Collins, will be heard weekly on NBC Radio

starting Wednesday, June 23 (9:30-10 p.m., EDT). The series will be

presented on behalf of the United States Air Force Reserve Program.

Collins, a radio personality with a wide musical knowledge,

he joined on the opening broadcast by vocalists Frank Sinatra

Johnny Hightower. Other guest stars from the musical world will be

used weekly.

Two musical groups, Harry Conn and his orchestra and the

Melodic Quartet, will appear weekly with Al Collins.

FILMING UNDER WAY FOR FALL SERIES

OF THE "LORETTA YOUNG SHOW"

Loretta Young went before the cameras this week to begin

the new fall series of the LORETTA YOUNG SHOW. Her new

on on NBC-TV (Sunday, 9 p.m., EDT) ends with the June 24, 1955

, "The Legend of Loretta" starring Frank Sinatra.

a cover the "Loretta Young Show" time slot for eight Sunday weeks

and July 1).

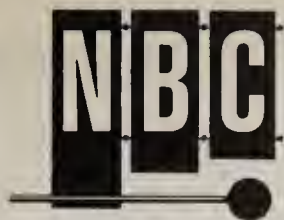
The first program scheduled for shooting in the 1955-56

is the musical comedy "The Sound of Music". Adapted

with Miss Young will be Anne Gilling and Ross Elliott. This

four drama will be produced by John Lund and directed by

ten by William Brinkman.



TRADE NEWS

A SERVICE OF



June 25, 1956

'ENCORE THEATRE,' 12-WEEK SERIES OF SELECTED REPEATS OF FILM DRAMAS,
STARTS ON NBC IN SUMMER TIME-SPOT OF 'THE GEORGE GOBEL SHOW'

THE ENCORE THEATRE, a series of 12 selected repeats of
filmed half-hour television dramas, will be presented over NBC
Saturdays, from July 7 through Sept. 22, in the time-spot of the
"George Gobel Show" (10 p.m., EDT). The Gobel series will return
early in October.

The first teleplay Saturday, July 7, will be "The Silence,"
adapted by Lawrence Kimble from a story by Georges Carousso. Players
are Rod Cameron, Carolyn Jones, James Millican, Julian Upton and
Richard Travis. In the storyline, an engineer in the jungles of
India falls in love with a co-worker's wife, with disastrous results
for both men.

Plays for the remainder of the season are: "Exit Laughing,"
July 14, with Pat O'Brien, Fay Wray, John Baragrey, Larry Blake and
Arthur Hanson; "The Boy with the Beautiful Mother," July 21, with
Peter Votrian, Jean Byron, Natalie Norwich, Ross Bagdasarian, Marta
Mitrovich, Harry Shearer and Ronald Keith; "Waterhole," July 28, with
John Ireland, Beverly Garland and Murvyne Vye Jr.; "Banana Boat to
Blanca Bay," Aug. 4, with Barton MacLane, Bob Bray, John Alderson,
Paul Harvey, Victor Perrin, Virginia Christine and Harry Tyler.

(more)

2 - 'Encore Theatre'

"Out of Sight," Aug. 11, starring Virginia Bruce, Judith Ames and Douglas Dick; "I'll Be Waiting," Aug. 18, with Ed Kemmer, Marion Ross, Judith Ames and Phil Van Zant; "The Great Wide World," Aug. 25, with Spring Byington, Esther Dale, Don Oreck, Tim Graham and Watson Downs.

"Grenadine," Sept. 1, with William Bishop, Sally Blane, Jack Daly, Elizabeth Woods and Joseph Vieira; "The Longest Legs in the Show," Sept. 8, with Frances Farwell, Cliff Graham, Alan Dexter, Mitzi McCall and Barbara Perry; "Queen's Bracelet," Sept. 15, with Victor Jory, Mari Aldon, Peter Lorre, Ralph Clanton and Francis De Sales; "Time, Tide and a Woman," Sept. 22, with Gail Russell, John Baer, Arthur Space, Robert Burton, Paul Dubov, James McCallion and Steve Mitchell.

The sponsors for "The George Gobel Show" will continue with "Encore Theatre" through the Summer. They are Armour and Company through Foote, Cone and Belding of Chicago, on the following dates: July 14 and 28, Aug. 18, Sept. 8 and 22; Pet Milk Company through Gardner Advertising Company of St. Louis on the following dates: July 21, Aug. 11 and 25, and Sept. 15.

The telecasts of July 7, Aug. 4 and Sept. 1 will be sustaining.

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NBC-New York, 6/25/56

1. Local



TRADE NEWS

A SERVICE OF



June 25, 1956

'SNEAK PREVIEW' OF TV FILMS WITH PROMINENT STARS, TAKES SUMMER TIME-SPOT OF 'FIRESIDE THEATER'

Television viewers will have the opportunity to see a series of films never before shown to the public, and featuring prominent Hollywood stars, when NBC-TV begins SNEAK PREVIEW Tuesday, July 3 (9-9:30 p.m., EDT). The series will be in the time slot of "Jane Wyman's Fireside Theater" for the Summer.

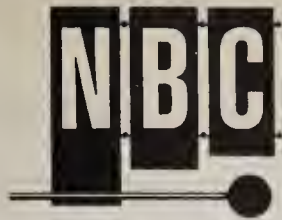
Host and narrator Nelson Case will greet TV viewers in what appears to be a theatre lobby. He will introduce the film to be shown each week and the stars of the picture, and invite the TV audience to "step inside" for the week's "Sneak Preview."

Films to be seen during this series of first public showings are "pilot" reels, most of which will probably be shown to the general viewing public in the Fall or at some other time in the future.

"Sneak Preview" will be sponsored by the Procter & Gamble Co. John Egan of the Compton Advertising, Inc., agency is in charge of production.

Scheduled for showing during the series are: July 3, "Just Plain Folks," starring Zsa Zsa Gabor and Cy Howard; July 10, "Merry-Go-Round," written by Ray Bradbury; July 17, "One Minute From Broadway," starring Brian Aherne and John Carradine; July 24, "Real George," with George O'Hanlon; July 31, "The Way Back," starring Pat O'Brien; Aug. 7, "Carolyn," starring Celeste Holm, and Aug. 14, "Calling Terry Conway," with Ann Sheridan.

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TRADE NEWS

A SERVICE OF



June 25, 1956

NBC'S "CIRCLE THEATRE" AND "ALCOA HOUR" WIN BOTH SHERWOOD
TV AWARDS PRESENTED BY THE FUND FOR THE REPUBLIC TO
NETWORK PROGRAMS; OTHER NBC SHOWS HONORED

The National Broadcasting Company has won both of the Robert E. Sherwood television awards presented by the Fund for the Republic for network programs dealing with the theme of freedom and justice during the 1955-56 television season.

Awards of \$20,000 each, shared by the producer, director and writer of each program, went to ARMSTRONG CIRCLE THEATRE's "I Was Accused" (telecast Dec. 13, 1955) and to the ALCOA HOUR's "Tragedy in a Temporary Town" (Feb. 19, 1956).

The programs were cited as "the best documentary and drama, respectively, appearing on commercial television networks and treating the theme of freedom and justice with the greatest distinction, taste and effectiveness."

The awards were presented by Mrs. Robert E. Sherwood, widow of the playwright, at a luncheon Friday (June 22) at the Hotel Plaza in New York. Speakers were Mrs. Eleanor Roosevelt, who served on the awards committee; Paul G.

(more)

2 - Awards

Hoffman, chairman of the board of the Fund; and Robert M. Hutchins, president of the Fund.

NBC also won honorable mention certificates for the programs "One" on the KRAFT TELEVISION THEATRE (Oct. 26, 1955) and "A Man Is Ten Feet Tall" on the PHILCO TELEVISION PLAYHOUSE (Oct. 2, 1955) and for the series FRONTIER and FRONTIERS OF FAITH. Station KOMO, Seattle, an NBC affiliate, won honorable mention for the program "In Freedom" on its "Pageant" series.

"I Was Accused" is the true story of George Voskovec, an American actor who fled Czechoslovakia after its fall to the Communists, and was interned at Ellis Island 10 months because of false charges that he was a Communist. It was written by Jerome Coopersmith, directed by William Corrigan and produced by David Susskind.

"Tragedy in a Temporary Town" is a drama dealing with mob violence and race prejudice in a temporary camp set up for construction workers. It was written by Reginald Ross, directed by Sidney Lumet and produced by Herbert Brodtkin.

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NBC-New York, 6/25/56

Political Situation of the World at the End of the 19th and 20th C.

Political Situation of the World

1900-1914 and 1914-1918 and 1918-1919

1919-1920 and 1920-1921 and 1921-1922

1922-1923 and 1923-1924 and 1924-1925

1925-1926 and 1926-1927 and 1927-1928

1928-1929 and 1929-1930 and 1930-1931

1931-1932 and 1932-1933 and 1933-1934

1934-1935 and 1935-1936

"I was a member" is the title of George Bernard

Shaw's play, which was first performed after the fall of

the Communists, and was written in 1914-1915 to mark

the centenary of the French Revolution. It was

written by George Bernard Shaw, directed by William Somerset

Maugham and produced by the Theatre Guild.

"Treachery" is a play by George Bernard Shaw, which

was written in 1914-1915 to mark the centenary of the

French Revolution. It was written by George Bernard Shaw,

directed by William Somerset Maugham and produced by the Theatre Guild.

SECRET

1914-1918 and 1918-1919

EXPANDED 'QUEEN FOR A DAY' PROGRAM MOVES TO NEW TIME-SPOT
AS NBC-TV REALIGNS MONDAY-THROUGH-FRIDAY AFTERNOON SHOWS

Television's No. 1 daytime network show QUEEN FOR A DAY, NBC-TV, moves into a new and extended time slot, Monday, July 2, 4-4:45 p.m., EDT, as part of a realignment of the NBC-TV Monday through Friday afternoon schedule.

In the new time slot, "Queen for a Day" replaces "Date With Life" (4-4:15 p.m., EDT), which is leaving the air, and "Modern Romances" (4:15-4:30 p.m.) which will be seen from 4:45 to 5 p.m., beginning July 2.

The move from a half-hour (4:30 to 5 p.m., EDT) to the new 45-minute segment, makes "Queen for a Day" the longest daytime audience participation network show on TV today. "Queen's" rise to the status of being television's top daytime program, began when the show went to the full NBC-TV network, Tuesday, Jan 3, 1956. Since then, the program has consistently led the 4:30 to 5 p.m., EDT, time slot with an average Nielsen rating of 12.5, or 45 per cent of the viewing audience. Another rating service shows "Queen for a Day" leading all daytime TV network programs.

The NBC-TV weekday afternoon schedule now consists of two and one-half hours of "live" programming beginning with the "Tennessee Ernie Ford Show" (2:30-3 p.m., EDT), the hour long "live" "NBC Matinee Theater" (3-4 p.m., EDT, most programs in color), "Queen for a Day" (4-4:45 p.m.) and "Modern Romances" (4:45-5 p.m.).

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EXPANDED 'QUEEN FOR A DAY' PROGRAM MOVES TO NEW TIME-SPOT
AS NBC-TV REALIGNS THURSDAY-FRIDAY AFTERNOON SHOWS

Television's No. 1 daytime network show 'QUEEN FOR A DAY',
moves into a new and expanded time slot, Monday, July 2,
5 p.m.-5:30 p.m. EDT, as part of a realignment of the NBC-TV Monday
and Friday afternoon schedule.

In the new time slot, "Queen for a Day" replaces "Face with
a View" (4-4:15 p.m. EDT), which is leaving the air, and "Modern
Romance" (4:15-4:30 p.m.) which will be seen from 4:45 to 5 p.m.,
beginning July 2.

The move from a half-hour (4:30 to 5 p.m. EDT) to the new
one-hour appointment, makes "Queen for a Day" the longest daytime
one participation network show on TV today. "Queen's" rise to
status of being television's top daytime program, began when the
show went to the full NBC-TV network, Tuesday, Jan. 3, 1956. Since
the program has consistently led the 4:30 to 5 p.m. EDT time
with an average Nielsen rating of 15.2, or 45 per cent of the
audience. Another rating service shows "Queen for a Day"
as all daytime TV network programs.

The NBC-TV weekday afternoon schedule now consists of two
one-half hour "live" programming beginning with the "Tennessee
Today Show" (2:30-3 p.m. EDT), the hour long "live" "NBC
Theater" (3-4 p.m. EDT, most programs in color), "Queen for
a Day" (4-5 p.m.) and "Modern Romance" (4:45-5 p.m.).

NBC RADIO NETWORK NEWS

June 25, 1956

'JOURNEY INTO SPACE,' BRITISH PRODUCED SCIENCE-FICTION SERIES,
STARTS 4-WEEK MONDAY-THROUGH-FRIDAY RUN ON NBC RADIO NETWORK

NBC Radio will present a four-week science-fiction series titled JOURNEY INTO SPACE Mondays through Fridays (4:30-5 p.m., EDT) beginning July 2.

The series, subtitled "The World in Peril," centers around a threatened invasion of the earth by Martians in the year 1972.

Jet Morgan and his fellow space explorers have discovered a highly developed form of life on Mars. When strange incidents begin to occur on Earth, Morgan and his friends return to Mars to pursue their investigations into a Martian plan to conquer the Earth.

The author and producer of the series is Charles Chilton, an enthusiastic amateur astronomer who has called upon rocket experts to insure the technical accuracy of the scripts.

Top British actors are featured in the cast. The series was produced in London and is presented by special arrangement with the British Broadcasting Corporation. Van Phillips composed and conducted the special music.

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STUDENTS FROM FOREIGN LANDS AND U.S. ATTEND SIXTH ANNUAL
BARNARD-NBC SUMMER INSTITUTE OF RADIO AND TV

Classes begin today (Monday) in New York for a woman from Thailand, for two students from Australia, and for 53 other men and women attending the sixth annual Barnard-NBC Summer Institute of Radio and Television. The Institute, which will meet for six weeks at the NBC Studios in Radio City, is co-sponsored by Barnard College and the network and is designed to introduce beginners to radio and TV for application in the community, in education, and in the commercial field.

Sent to the United States by the government of her country, Thailand, Miss Uraikorn Panditkul will study TV production and adult education. When she returns to Bangkok she will use these studies at the Thailand Ministry of Education. She is a member of the broadcasting section of the Ministry's educational public relations department. The 37-year-old former school teacher, a graduate of Chulalongkorn University in Thailand, is currently enrolled as an exchange student at the University of Syracuse's radio and TV center.

Allan Cunningham and Miss Josephine Martin, both of Sydney, Australia, also will attend the Institute. Cunningham will study production and education. Miss Martin will concentrate on education. Both plan to apply their studies in Sydney when TV is introduced in Australia next year.

Two other foreign students attending the institute are Mr. Keith Lawrence of Toronto, Ont., Canada, and Miss Magdalena Garcia, of Hato Rey, Puerto Rico. Lawrence, a former student of Oxford, is

(more)

STUDENTS FROM SEVERAL COUNTRIES AND A. S. WITHIN THE UNITED STATES

REMARKS BY THE CHAIRMAN OF THE BOARD OF STUDIES

Classes begin today (Monday) in the new building for the women's

camp, for two students from Australia, and for 12 others from the

United States and the other 12 from the United States and the

Philippines. The building, which will house the new women's

camp in Radio City, is co-sponsored by Barnard College and the

Rockefeller Foundation, and is designed to provide a permanent home for the

camp in the community. In addition, and in the immediate

Sent to the United States by the Government of the Philippines

and, also, Philippine Republic will send 12 students and girls

to the United States to study in the new building at

Philippine Ministry of Education. She is a member of the

in addition to the Ministry's educational and social relations

department. The 12-year-old female student, a member of

along with University in Manila, is currently enrolled as a

page student at the University of the Philippines in Manila.

Also, Canadian and the Philippine Republic will send

girls, also will attend the Institute. The girls will study

and education. The girls will study in the new building

plan to apply their studies in the new building in

their new year.

The girls are being sent to the new building in the

University of the Philippines, Manila, and the Philippine Republic

will send girls to the new building in the new building

2 - Institute

employed by the Canadian Broadcasting Company. Miss Garcia attended the Institute last year and is returning this year to take new courses in adult education and programming for children. She is assistant radio and TV editor at the Agricultural Extension Service of Puerto Rico.

Nineteen states are represented in this year's enrollment. They include two students who have been awarded scholarships established this year by Dr. Frances Horwich, originator of "Ding Dong School," who will teach the Institute's "Programming for Children" course. They are Miss Judith Spiegelman of 1280 Ocean Avenue, Brooklyn, N.Y., and James Palmquist of 512 Washington St., Denver, Colo. Miss Spiegelman received her B.A. degree from Brooklyn College and her M.A. in education from Harvard University. Palmquist is an announcer with station KLIR in Denver.

The Institute will open officially tomorrow (Tuesday) with registration at 9:30 a.m. in NBC's Studio 6D in the RCA Building, Radio City. After a luncheon at the Hotel Warwick, the students will be taken on a conducted tour of the NBC Studios.

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NBC-New York, 6/25/56

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TRADE NEWS

A SERVICE OF



June 26, 1956

NEW GAINS WILL GIVE NBC RADIO LEADERSHIP IN WEEKEND SALES VOLUME

By July advertisers will be spending more dollars on weekends with the NBC Radio Network than with any other network -- 48 per cent more than with the second radio network -- Charles T. Ayres, Vice President in charge of NBC Radio, announced today.

Mr. Ayres pointed out that "Monitor's" sales volume has soared from a 50 per cent sell-out in June, to a 71 per cent sell-out in July and 78 per cent in August.

Indications are, Mr. Ayres said, that "Monitor," in July, will deliver more than 7,000,000 more listener commercial impressions on weekends than any other network.

During its first year on the air, which ended on June 12, "Monitor," in the face of declines by other networks, recorded billings of more than \$4,000,000 and increased NBC Radio Network weekend revenue by 278 per cent over the preceding year.

In addition to weekends, Mr. Ayres said that NBC Radio now leads the second network in weeknight sponsored time by 64 per cent and delivers 44 per cent more audience for its advertisers on weeknights than the second network.

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TRADE NEWS

A SERVICE OF



June 26, 1956

NBC-TV SIGNS FIVE MORE FILMED SERIES FOR FIVE-TIMES-A-WEEK

"COMEDY TIME": "IT'S ALWAYS JAN," "SO THIS IS HOLLYWOOD,"
"IT'S A GREAT LIFE," "TOPPER" AND "DEAR PHOEBE"

The NBC Television Network has obtained the rights to five more half-hour filmed situation comedy series to be programmed in the Monday-through-Friday, 5-5:30 p.m., NYT, period, known as COMEDY TIME, it was announced today by Richard A. R. Pinkham, Vice President in charge of Television Network Programs.

The new series include "It's Always Jan," starring Janis Paige; "So This Is Hollywood," starring Mitzi Green; "It's a Great Life," starring Michael O'Shea, James Dunn and William Bishop; "Topper," starring Leo G. Carroll, Anne Jeffreys and Robert Sterling, and "Dear Phoebe," starring Peter Lawford and Marcia Henderson.

Mr. Pinkham said the acquisition of the five film series is an outgrowth of the network's success

(more)

with its programming of "I Married Joan," starring Joan Davis, in the 5-5:30 p.m., NYT, period. In its first two weeks on the air, "I Married Joan" more than doubled NBC-TV's share of audience in this period by increasing it from a 15.3 to a 34.5, according to a special Nielsen rating report.

Another rating service also shows that "I Married Joan" edges out its nearest competition, "The Mickey Mouse Club," in common markets.

"So This Is Hollywood" is planned to start on July 9, to be followed in August by "It's Always Jan." "I Married Joan" will return in September for a 17-week run, to be followed in January by the "It's a Great Life," "Topper" and "Dear Phoebe" series.

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NBC-New York, 6/26/56

NBC-TV NEWS

CREDITS FOR NBC-TV'S "SNEAK PREVIEW"

TIME:	Tuesdays, 9-9:30 p.m., EDT.
STARTING DATE:	July 3
FORMAT:	First public showings of pilot films featuring Hollywood stars. A new film each week.
HOST AND NARRATOR:	Nelson Case
STARS:	Various
PRODUCERS:	Various
SPONSOR:	Procter & Gamble Co.
AGENCY:	Compton Advertising, Inc.
ORIGINATION:	New York
NBC PRESS REPRESENTATIVE:	Gene Lushbaugh, New York

NBC-New York, 6/26/56

VICE PRESIDENT NIXON TO BE HEARD IN MESSAGE
TO COLUMNIST VICTOR RIESEL ON 'BIG STORY'

Vice President Richard M. Nixon will deliver a message to labor columnist Victor Riesel via a special filmed insert on BIG STORY, Friday, June 29 (NBC-TV, 9:00 p.m., EDT).

Mr. Riesel, who was recently blinded by an acid-throwing hoodlum following his attacks on racketeers in labor unions, is being honored on the "Big Story" telecast of that date. Mr. Nixon's message to Mr. Riesel is a report on what U.S. government agencies are doing to investigate labor union racketeering.

Friday, June 29, is also the debut date of Mr. Riesel's first program on WRCA-TV New York, (6:30-6:45 p.m., EDT).

-----O-----

TED HEATH AND BBC PREPARE MUSICAL SERIES FOR NBC RADIO

The British Isles' top name band will be heard in a special series of weekly programs when NBC Radio presents TED HEATH AND HIS MUSIC starting Tuesday night, July 3 (9:30-10 p.m., EDT). The Ted Heath orchestra, which has attained world-wide popularity, has recently concluded a successful tour of the United States. The broadcasts will be prepared especially for NBC by Ted Heath and the British Broadcasting Corporation, with each program recorded under high fidelity studio conditions.

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TRADE NEWS

A SERVICE OF



NANCY HERBERT
ROOM 320

2 COPIES X-H

June 27, 1956

DICK POWELL STARS IN 'BEST IN MYSTERY'

IN SUMMER TIME-SPOT OF 'BIG STORY'

Dick Powell, noted Hollywood actor, producer and director, will star in the new NBC-TV series BEST IN MYSTERY, which takes the Summer time-spot of "Big Story" beginning Friday, July 13 (9-9:30 p.m., EDT).

In the new series, Powell portrays Willie Dante, fast-talking proprietor of a gambling house called Dante's Inferno, plus a number of other characters -- all of them "hardboiled."

On the debut offering, "The Hard Way," Powell (as Dante) pays off a \$100,000 gambling debt only to have the winner claim the money is counterfeit. The search for the counterfeiters reveals a murder. Featured in the drama are Jack Elam, Lennie Bremen and Regis Toomey.

"Best In Mystery" will be seen through Aug. 31. It will be co-sponsored by Simoniz and the American Tobacco Company, through Sullivan, Stauffer, Colwell & Bayles, Inc.



TRADE NEWS

A SERVICE OF



June 27, 1956

GILLETTE RENEWS 'CAVALCADE OF SPORTS' SPONSORSHIP

The Gillette Safety Razor Company has renewed its sponsorship of the CAVALCADE OF SPORTS on NBC-TV and Radio, Friday nights (10 p.m., New York Time, to conclusion of the fights) for 52 weeks effective Sept. 7, it was announced today by George H. Frey, Vice President in charge of Sales for NBC Television.

This will be the 13th year that Gillette has been sponsoring the boxing telecasts on NBC-TV. The telecasts began on a local basis in New York on Sept. 29, 1944 over WNBT (now WRCA-TV) when Gillette was the first sponsor of a televised bout: the Willie Pep-Chalky Wright featherweight fight at Madison Square Garden. The Friday night bouts have been presented on the NBC-TV network since Nov. 8, 1946 and on the NBC Radio Network since Sept. 3, 1954.

In addition to boxing, Gillette's "Cavalcade of Sports" also covers other major sports events during the year, including golf, baseball and football attractions. Maxon, Inc., is the advertising agency for the Gillette Safety Razor Co.



TRADE NEWS

A SERVICE OF



June 27, 1956

'BEST OF GROUCHO,' REPEATS OF SELECTED 'YOU BET YOUR LIFE' SHOWS,
FEATURES FAMED MARXMAN AND HIS GUESTS ON NBC RADIO AND TV

Zale Parry, self-styled "Woman's Skin-Diving Champion of the World," will join Groucho Marx on the season's second telecast of the BEST OF GROUCHO show next week (NBC Radio, Wednesday, July 4, 9 p.m., EDT, and NBC-TV, Thursday, July 5, 8 p.m., EDT). This is the fifth Summer during which the "Best of Groucho" programs are being repeated, due to popular demand.

Others on the July 4-5 show will be Pat Cunningham, who will introduce Groucho to a lady crane operator, two married couples -- two sets of identical twins -- who have lived in the same house for 35 years.

"Best of Groucho" is offering TV viewers 13 weeks of well-preserved hilarity in the same time slots occupied so long by "You Bet Your Life," NBC's top-rated Groucho Marx show from which the re-runs are selected.

"Best of Groucho," as the name suggests, gives "You Bet Your Life" fans 13 answers to the innumerable requests for another look at the series' funniest shows of the past and earlier seasons.

(more)

2 - 'Best of Groucho'

Sports fans will get another look at fireball pitcher Bob Lemon; former World's Heavyweight Boxing Champion Joe Louis, and the Washington Senators' manager, Charley Dressen...as these people tangle with quiz-master Groucho Marx.

Beauty lovers will get another peek at Jean Moorhead, recent Rheingold Girl, and Barbara Schmidt, 1955 Tournament of Roses Queen. Followers of the business whirl will see Dan Gerber, head of the baby food firm, and Will Foster, executive in one of the nation's largest dairy companies.

Also on hand will be George Fenneman, as announcer for the De Soto Division, Chrysler Corporation. The agency is Batten, Barton, Durstine & Osborn, Inc.

The "Best of Groucho" will continue on NBC Radio through Sept. 19 and on NBC-TV through Sept. 20. "You Bet Your Life" will be back on NBC Radio Sept. 26 and on NBC-TV Sept. 27.

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NBC-New York, 6/27/56

Agatha Tans will get another look at Broadway's best
on: former world's heavyweight boxing champion Joe Louis, and the
Chicago Senators' manager, Charlie Weaver... as these people make
this master Broadway Mark.

Results: Tans will get another look at Joe Louis, Weaver,
Arnold Gini, and Barbara Gornick. 1955 Tournament of Women's
Towers of the business world will see Jan Gertel, head of the
Firm, and Will Foster, executive in one of the nation's largest
companies.

Also on hand will be George Fendelman, an investment top for
Photo Division, Chrysler Corporation. The record is set by
Ellen & Osborn, Inc.

The "Best of Broadway" will continue on NBC Radio through
19 and on NBC-TV through Sept. 20. "You Bet Your Life" will be
on NBC Radio Sept. 21 and on NBC-TV Sept. 21.

1955 New York, Sept. 21

AMERICAN BAPTIST CONVENTION HONORS 'HOME' PROGRAM

NBC's HOME has received the first award ever presented to a network television program by the American Baptist Convention.

The award citation reads: "HOME -- an NBC-TV program sensitive to the need for an understanding of human relations -- which includes, within its broad scope of features, telling examples of practical Christianity." The award was presented (June 22) in Seattle and was accepted for "Home" by William Warren, Vice President and General Manager of station KOMO.

("Home" is telecast 11 a.m.-12 noon, EDT, Mondays through Fridays.)

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ALBERT McCLEERY SEEKS NEW TALENT AMONG COLLEGE STUDENTS
FOR ROLES ON 'NBC MATINEE THEATER'

Albert McCleery, executive producer of NBC MATINEE THEATER, is conducting a search for new talent among college students in the Los Angeles area. The program originates from NBC's studios in nearby Burbank, Mondays through Fridays (3-4 p.m., EDT, most programs in compatible color).

Mr. McCleery states: "There must be some kid in school now who will be a big star of the future. As for the ability of the students we are trying out in some of our productions, the public will tell me whether they are talented or not. I can't tell the public. But I won't give up, even if the public says the youngsters aren't as good as we had hoped. We'll continue our search."

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TRADE NEWS

A SERVICE OF



June 28, 1956

'TALES OF THE 77TH BENGAL LANCERS,' HALF-HOUR FILMED SERIES,
TO START ON NBC IN SUNDAY NIGHT TIME-SPOT IN FALL

TALES OF THE 77TH BENGAL LANCERS, a new half-hour filmed series based on the exploits of the famed British lancers during the 1870's along the India-Afghanistan border, will begin this Fall over NBC-TV.

Announcement of the new series, which will co-star Warren Stevens and Phillip Carey, was made today by Richard A.R. Pinkham, Vice President in charge of Programming for the NBC Television Network. The new show will be seen Sunday evenings at 7 p.m., NYT. The exact starting date of the new series will be announced at a later date, Mr. Pinkham said.

The Jell-O Division of General Foods Corporation will sponsor "Tales of the 77th Bengal Lancers," produced by Screen Gems, Inc.

Young and Rubicam, Inc., is the agency for General Foods.



TRADE NEWS

A SERVICE OF



June 28, 1956

ADMIRAL CORP. BUYS \$2,500,000 IN 'TODAY' AND 'TONIGHT' ANNOUNCEMENTS -- BIGGEST AD SCHEDULE EVER SOLD BY NBC-TV PARTICIPATING PROGRAMS

The largest advertising schedule ever purchased on NBC-TV's Participating Programs has been ordered by the Admiral Corporation on the network's "Today" starring Dave Garroway, and "Tonight," starring Steve Allen.

Announcement of the extensive purchase, which amounts to almost \$2,500,000 in gross billings, was made today by George H. Frey, Vice President in charge of Sales for the NBC Television Network, who pointed out that the schedule marks the Admiral Corporation's initial use of NBC-TV's Participating Programs.

Admiral will sponsor daily announcements on each of the two shows for 52 weeks, or a total of 520 participations, throughout the year, beginning Sept. 3.

Henri, Hurst & McDonald, Inc., is the advertising agency for the Admiral Corporation.

"Today" is seen Mondays through Fridays, 7-9 a.m., EDT, and "Tonight" is seen Mondays through Fridays, 11:30 p.m.-1 a.m., EDT.

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COLOR TELEVISION NEWS

A SERVICE OF



'KRAFT TV THEATRE' SUMMER SHOWS (JULY 4-SEPT. 3)

WILL ALL BE PRESENTED IN COLOR ON NBC

KRAFT TELEVISION THEATRE will telecast its Summer shows in compatible color and black and white beginning Wednesday, July 4 (NBC-TV, 9-10 p.m., EDT), continuing through Sept. 3.

It will become the first weekly hour-long drama series to be colorcast for such an extended period. The first Summer color drama will be "Tear Open the Skies" starring Richard Carlson on July 4.

Scheduled for the remainder of July are the following teleplays: July 11 -- "The Long Arm," by Marjorie and George Faulkner, a melodrama of an innocent man tried for murder because of his wife's off-hand remark. July 18 -- "Babies for Sale," by Norman Katov, story of a couple that adopts a baby illegally. July 25 -- "Prairie Night," by John Gay, drama of the deep desire of a frontier couple for a son and heir.

"Kraft Television Theatre" started on NBC Wednesday, May 7, 1947 and has been on the air ever since. It is the longest-running show on television.

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NBC-New York, 6/28/56



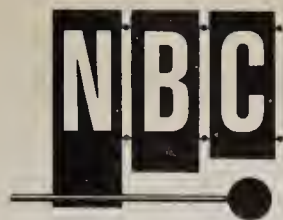
THE UNITED STATES OF AMERICA
 DEPARTMENT OF THE INTERIOR

WATER RESOURCES DIVISION
 OFFICE OF THE CHIEF ENGINEER
 WASHINGTON, D. C. 20242

REPORT OF THE CHIEF ENGINEER
 ON THE PROGRESS OF THE
 WORK DURING THE YEAR 1964

1. The work of the Division during the year 1964 has been characterized by a continued effort to improve the efficiency of the water resources program. This has been accomplished through a number of measures, including the reorganization of the Division, the improvement of the methods of data collection and analysis, and the improvement of the methods of planning and design. The results of this work are presented in the following report.

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TRADE NEWS

A SERVICE OF



June 28, 1956

NBC-TV COVERAGE OF FIVE REGIONAL FOOTBALL GAMES IS THREE-QUARTERS SOLD OUT

NBC-TV's coverage of five intercollegiate regional football contests in each of the Eastern, Big Ten and Pacific Coast districts this Fall is three-quarters sold out, George H. Frey, Vice President in charge of Sales for NBC Television, announced today.

Liggett and Myers Tobacco Co. and the Sunbeam Corporation will each sponsor a quarter of the five Saturday games in all three regions, the Minneapolis-Honeywell Regulator Co. will sponsor a third quarter in each of the Eastern regional telecasts, and the American Machine and Foundry Co. will sponsor a third quarter in each of the Big Ten and Pacific Coast games.

Dates for the five regional games are: Sept. 29, Oct. 13, Oct. 20, Nov. 3, and Nov. 17.

Dancer-Fitzgerald-Sample is the advertising agency for Liggett and Myers; Perrin-Paus Co. represents Sunbeam Corp.; Foote, Cone and Belding represents Minneapolis-Honeywell, and Fletcher D. Richards Inc. represents the American Machine and Foundry Co.

(more)

2 - Regional Football

The network's coverage of eight national NCAA football contests, which will complete NBC-TV's 13-game Fall football schedule, has been previously sold-out. The nationally televised games will be sponsored, one-quarter each, by the Sunbeam Corporation; Bristol-Myers, Inc.; the U.S. Rubber Co. and Zenith Radio Corporation.

The eight national games, together with the five regional games, will provide televiewers with a schedule of 12 consecutive Saturday telecasts, plus one on Thanksgiving Day.

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NBC-New York, 6/28/56

The network's coverage of eight national NCAA

football contests, which will include NBC-TV's 12-
Game Fall Football schedule, has been previously noted.
out: The nationally televised games will be sponsored
one-quarter each, by the Johnson Corporation, Bristol-
Myers, Inc.; the U.S. Rubber Co. and Zenith Radio
Corporation.

The eight national games, together with the five
regional games, will provide televiewers with a schedule
of 13 consecutive Saturday telecasts, plus one on
Thanksgiving Day.

NBC-New York, 12/1/52

CREDITS FOR 'THE INA RAY HUTTON SHOW' ON NBC-TV

TIME: Wednesdays, 10:30 to 11 p.m., EDT.
PREMIERE DATE: July 4, 1956
STAR: Ina Ray Hutton
FORMAT: Musical and variety series.

Ina Ray Hutton leads her 13-member all-girl band and also sings and dances. Guest stars -- all women -- appear each week. (Subtitle of show is "No Men Allowed.")

BAND MEMBERS: Dee Dee Ball, piano and organ;
Helen Smith, bass; Margaret Rinker, drums; Jane Davies, guitar; Harriet Blackburn, saxophone and conga drums; Mickey Anderson, saxophone, clarinet, flute and comedy vocals; Judy Von Euer, Evie Howeth and Helen Wooley, saxophone-clarinet section; Lois Cronin, trombone and vibraphone; Peggy Fairbanks, Helen Hammond and Zoe Ann Willy, trumpets.

(more)

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2 - Credits for 'The Ina Ray Hutton Show'

ANNOUNCER: Diane Brewster
EXECUTIVE PRODUCER: Harold Jovien
DIRECTOR-PRODUCER: Bob Lehman
SPECIAL MATERIAL BY: Jerry Bowen
MUSICAL DIRECTOR: Ina Ray Hutton
SCENIC DESIGNER: John Schum
SPONSOR: Purex Corporation, Ltd.
AGENCY: Foote, Cone & Belding.
ORIGINATION: Live, from NBC Studios in Hollywood.
NBC PRESS CONTACT (New York): Bob Goldwater.

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NBC-New York, 6/28/56

NOTICE:

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NBC RADIO NEWS

'CHILDREN IN TROUBLE,' NBC RADIO SERIES ON JUVENILE DELINQUENCY,
TO BE PRESENTED 5 DAYS A WEEK FROM MENLO PARK (N.J.) CENTER

Juvenile delinquents, whose crimes range from breaking windows to murder, will be the objects of study in CHILDREN IN TROUBLE, on NBC Radio beginning Monday, July 2. The program will be heard Mondays through Fridays from 4:15 p.m. to 4:25 p.m., EDT, through Friday, July 27.

Listeners will be taken into New Jersey's Menlo Park Diagnostic Center, a juvenile corrective institution, where they will meet the young criminals in the classroom, in informal sessions, and while the children are under hypnotic therapy. The series will show that something can be done to straighten out twisted young minds.

Children ranging in age from eight to sixteen are sent to Menlo Park before sentencing for their offenses. They undergo three months of study and observation.

"Children in Trouble" will be produced by Peggy Mayer and Walter McGraw, the team which produced and directed WANTED, CHALLENGE OF OUR PRISONS and CHALLENGE OF THE UNDERWORLD on NBC. Mr. McGraw will narrate.

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NBC-New York, 6/28/56

CHILDREN IN THE CITY. THE BOARD HAS BEEN ADVISED BY THE
TO BE RECOMMENDED TO HAVE A ROOM WITH BATH AND KITCHEN

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BERKSHIRE FESTIVAL CONCERTS, WITH BOSTON SYMPHONY,
TO START JULY 9 ON NBC RADIO

The annual broadcasts of the Berkshire Festival concerts in Tanglewood will start on NBC Radio Monday, July 9 (8:15 p.m., EDT). The concerts will include many of the highlights of the world-renowned music festival in Lenox, Mass.

The Boston Symphony Orchestra will be directed by its regular conductor, Charles Munch, with guest directors for several of the concerts. Distinguished vocal and instrumental soloists will participate.

The recorded broadcasts will continue through Oct. 1 although the actual concerts at Tanglewood run only for six weeks.

Charles Munch will devote the opening concert entirely to music of Mozart, including the finale movement of the "Haffner" Symphony in D Major (K385) and the "Sinfonia Concertante, with Oboe, Horn, Clarinet and Bassoon."

The broadcast on Monday, July 16, directed by composer-conductor Lukas Foss, will offer contemporary and classical music. Two Twentieth Century compositions will open the program: Alexei Haieff's "Divertimento" and Charles Ives' "The Unanswered Questions." For the final number, Bach's "Concerto in D Minor," Foss will be both conductor and piano soloist.

Ben Grauer will be commentator for the series.

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NBC-New York, 6/28/56

BEFORE THE JUDICIAL COMMITTEE, WITH JUDICIAL ASSISTANT,

THE COURT OF THE UNITED STATES

(The official records of the Committee on the Judiciary)

will be held on the 10th day of May, 1911, at 10 o'clock, A.M., in the

Senate Chamber, at the City of Washington, D.C.

and will be held in the Senate Chamber.

The Senate Chamber will be held in the Senate Chamber.

at 10 o'clock, A.M., on the 10th day of May, 1911, at 10 o'clock, A.M., in the

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AMERICAN BAPTIST CONVENTION HONORS 'HOME' PROGRAM

NBC's HOME has received the first award ever presented to a network television program by the American Baptist Convention.

The award citation reads: "HOME -- an NBC-TV program sensitive to the need for an understanding of human relations -- which includes, within its broad scope of features, telling examples of practical Christianity." The award was presented (June 22) in Seattle and was accepted for "Home" by William Warren, Vice President and General Manager of station KOMO.

("Home" is telecast 11.a.m.-12 noon, EDT, Mondays through Fridays.)

NBC'S WILLIAM S. HEDGES TO PRESENT ROTARY CLUB'S
AWARD TO HELEN KELLER

William S. Hedges, Vice President in charge of Integrated Services for the National Broadcasting Company and President of the Rotary Club of New York, will present the Rotary Club's Service Medal award to Helen Keller, counselor of the American Foundation for the Blind, on Friday, June 29.

The special ceremony will take place in the Helen Keller Room of the Foundation at 15 West 16th Street, New York, at 2 p.m., NYT. The award's inscription reads: "Out of whose inspiring triumph over handicaps came a lifetime of priceless service to humanity."

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NBC-New York, 6/28/56

AMERICAN BAPTIST CONVENTION MEETING PROCEEDS

WOMEN'S WORK has received the first award ever given

to a woman by the American Baptist Convention.

Official Convention.

The award of the prize was made by the

convention committee at the annual meeting of the

convention at the annual meeting, which was held at

the annual meeting of the convention at the annual meeting.

The award was presented by the convention at the annual meeting.

Dr. James H. Williams, president of the convention, presented the award.

to the woman who had won the prize.

(The award is presented to the woman who has won the prize.)

from the prize.

WOMEN'S WORK IN THE AMERICAN BAPTIST CONVENTION

AWARD TO WOMEN'S WORK

William S. Williams, president of the convention, presented the award to the woman who had won the prize.

The award was presented by the convention at the annual meeting.

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June 28, 1956

'BIBLE STUDY HOUR' WITH DR. DONALD G. BARNHOUSE
TO BE PRESENTED ON NBC RADIO

Dr. Donald Grey Barnhouse, widely-known Bible teacher and minister of Philadelphia's historic Tenth Presbyterian Church, will begin his BIBLE STUDY HOUR on NBC Radio Sunday, July 1 (8:30-9 a.m., EDT).

A veteran religious broadcaster, Dr. Barnhouse was first heard as a radio preacher in 1927. He has been one of four noted Protestant leaders participating in the TV series "Man to Man," offered by the National Council of Churches.

Dr. Barnhouse has lectured throughout the U.S., France and Great Britain. He is editor of Eternity Magazine, a religious journal, and author of more than a dozen books.

"Bible Study Hour" will be sponsored by the Evangelical Foundation, Inc., through Walter F. Bennett and Company.

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June 20, 1965

ORIGINAL COPY SENT WITH THE COPY OF THE REPORT
TO THE PRESIDENT OF THE RADIO

Dr. Louis J. Bannock, Washington, D.C.

Radio Bannock was a member of the National
Historical Society, Washington, D.C., with which
it had been working on the radio program, "The
(1965-66, 1967).

A veteran religious broadcaster, Dr.
Bannock was first heard as a radio personality in
1957. He has been one of the most popular
broadcasters in the U.S. since then. He is
also a member of the National Council on Television.

Dr. Bannock has been a member of the
National Council on Television, and is editor
of "The National Council on Television" journal, and
author of more than a dozen books.
"The National Council on Television" will be presented by
the Evangelical Foundation, Inc., the only Walter
J. Bennett and Company.

TEEN-AGERS TO QUIZ SENATOR SMATHERS

Senator George Smathers (D -Fla.), newly designated chairman of the Democratic Senate Campaign Committee, will be the featured guest on Theodore Granik's YOUTH WANTS TO KNOW Sunday, July 1 (NBC-TV, 3:30-4 p.m., EDT).

Senator Smathers is also a member of the Finance and Interstate and Foreign Commerce Committees. He will be questioned by a group of teen-agers from the Washington, D.C., area. The program will be pre-recorded. Stephen McCormick will be the moderator.

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MUNDT AND KEFAUVER TO DISCUSS SENATE'S RECORD

Senators Karl E. Mundt (R.-S.D.) and Estes Kefauver (D.-Tenn.) will discuss "What Has the Senate Accomplished?" on Theodore Granik's AMERICAN FORUM Sunday, July 1 (NBC-TV, 4:30-5 p.m., EDT; NBC Radio, except WRCA, 10:30-11 p.m., EDT; WRCA only, 9:30-10 p.m., EDT). The program will originate live in Washington, with Stephen McCormick as moderator.

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LOS ANGELES POLICE SALUTE JACK WEBB

Jack Webb, star of the DRAGNET series on NBC Radio and Television, received a special citation yesterday (June 27) from the Los Angeles Board of Police Commissioners for the "honor and prestige" his program has brought the Los Angeles Police Department during the past seven years.

"Dragnet," in which Webb portrays Los Angeles Detective Sgt. Joe Friday, presents dramas based on cases in the department's files. Webb created, produces and directs the series, which began on radio in 1949 and on TV in 1952.

Emmett C. McGaughey, president of the Board of Police Commissioners, made the presentation at a ceremony in the Los Angeles Police Academy. He commended Webb for "establishing a trend that portrays police officers as average workers with an unusually difficult job" and for "increasing public respect for law enforcement and for police officers." "Badge 714," the badge worn by Sgt. Joe Friday in the series, will be "retired" as a symbolic tribute to the program in the future, McGaughey said.

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LOS ANGELES POLICE SALUTE JACK WEBB

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Harold G. McGaughey, president of the Board of Police Commissioners, made the presentation at a ceremony in the Los Angeles Police Academy. He commended Webb for "establishing a record that portrays police officers as average workers with no unusual, difficult job" and for "interesting public respect for law enforcement and for police officers." "Serge 14," the badge worn by Sgt. Joe Friday in the series, will be "retired" as a symbol of respect for the program in the future.

McGaughey said:



TRADE NEWS

A SERVICE OF



DOW CHEMICAL CO. TO SPONSOR 'FOOTBALL SCOREBOARD' FOR SECOND CONSECUTIVE SEASON

The Dow Chemical Company will sponsor the 15-minute post-game "Football Scoreboard," to be telecast by NBC-TV this Fall on Saturdays following seven of the eight national NCAA gridiron contests, it was announced today by George H. Frey, Vice President in charge of Sales for NBC Television.

This year marks the second consecutive season that Dow Chemical will sponsor the program.

MacManus, John and Adams, Inc., is the advertising agency for Dow Chemical.

"Football Scoreboard" will be seen on Sept. 22, Oct. 6, Oct. 27, Nov. 10, Nov. 24, Dec. 1 and Dec. 8.

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NBC-New York, 6/29/56



SERVICE OF



color television presents

PRODUCERS' SHOWCASE



June 29, 1956

STAR CAST INCLUDING CYRIL RITCHARD, JEAN FENN AND LOIS HUNT SIGNED FOR "ROSALINDA" ON NBC "PRODUCERS' SHOWCASE" COLORCAST OF JULY 23, PRESENTED BY LOS ANGELES AND SAN FRANCISCO LIGHT OPERA ASSOCIATION

The spirit of Vienna in its most delightful era -- when (as somebody has said) to be serious was to be ridiculous, and to be utterly happy was to be Viennese -- will be recreated on NBC-TV Monday, July 23 (8-9:30 p.m., EDT), in a PRODUCERS' SHOWCASE presentation of one of the world's most renowned light operas, "Rosalinda." The program will be telecast in color and in black and white.

Starring Cyril Ritchard, the musical comedy will be a production of the Los Angeles and San Francisco Light Opera Association and will originate in NBC's Color Studios in Burbank, Calif.

Mr. Ritchard will portray Mr. Eisenstein. Jean Fenn, soprano of Metropolitan Opera note, will sing the part of his wife, Rosalinda, and Lois Hunt will have the role of Adele. Also starring will be the Three Wiere Brothers, Robert Wright, Thomas Hayward, Sig Arno and Ralph Dumke, with a large singing and dancing chorus.

(more)

2 - 'Rosalinda'

Set in Vienna about 1895, "Rosalinda" is an adaptation of the Max Reinhardt-Erich Korngold version of Johann Strauss' "Die Fledermaus." Edwin Lester will be the producer, Bob Banner the director. Robert Zeller will be musical director; Todd Bolender, choreographer; Oliver Smith, production designer; Dorothy Jeakins, costume designer; Richard Rodda, technical director, and Edith Gordon, choral director.

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NBC-New York, 6/29/56

Set in Vienna about 1895. "Hosallinda" is an adaptation of the Max Reinhardt-Brian Koberger version of Johann Strauss' "Die Fledermaus." Edwin Scharf will be the producer. Bob Barker the director. Robert Sellar will be musical director; Todd Bolander, choreographer; Oliver Smith, production designer; Dorothy Jackson, costume designer; Richard Rodas, technical director, and Edith Gordon, choral director.

WFO-New York, 6/29/50

NBC



NEWS

June 29, 1956

NBC NEWS ANALYSTS MUELLER, SCHERER, HARKNESS AND McCORMICK
TO MAKE PRE-CONVENTION STATE-BY-STATE SURVEY OF U.S.A.
TO SOUND OUT REGIONAL POLITICAL TRENDS AT FIRSTHAND

A four-man team of top NBC News analysts -- Merrill Mueller, Ray Scherer, Richard Harkness and Robert McCormick -- will embark on a state by state survey of the country shortly before the August conventions to sound out regional political trends.

Each will talk with governors, delegation chairmen and leading newsmen in the territory he visits so as to become a regional authority, according to Barry Wood, Director of Special Events at NBC who is in charge of production for the conventions. The four were assigned by William R. McAndrew, Director of News.

Mueller, who is being flown back from his post as Rome Bureau chief to cover the conventions, will tour the Western states.

Scherer, who has been White House correspondent since the last days of the Truman administration, will visit the midwest.

Harkness, a veteran Washington commentator, will head South.

(more)

2 - Four Man Team

And McCormick, former correspondent in Bonn and present Washington commentator, will do his querying in the East.

On their return, the four will appear on a special convention-eve television program to analyze the last-minute political leanings of each region.

Later, during the conventions, the analysts will make use of their specialized knowledge and contacts to deliver reports on issues developing in connection with their territories.

Mueller achieved his greatest fame for NBC News as a war correspondent. He rode along with history, beginning with the Munich crisis in 1937, going on to the Spanish Civil War, through the major World War II battles in Europe, Africa and the Far East, and on into the postwar upheavals. His career also includes the coverage of many phases of the Roosevelt and Truman administrations.

Scherer has spent the last few years riding around with President Eisenhower. As White House correspondent, he went where Ike went, and reported on every item from vacation golfing to vetoes. He was the only radio-TV reporter on hand when the President suffered his heart attack in Denver and was thus able to go on MONITOR with a world beat. Scherer hails from Fort Wayne, Ind., and was formerly a newspaperman there -- a fact considered in his assignment as Midwestern regional expert.

Harkness has been a Washington correspondent since 1934 and attended his first convention in 1928 as a cub reporter for the United Press. Since then he's covered all conventions and has one of the most extensive set of political contacts in the news game. He

(more)

The following former representatives of the State and Federal Government, who are now residing in the State.

It is further stated that the following are now residing in the State.

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3 - Four Man Team

has a special knack for covering the explosive Dixiecrat issues, hence his assignment to the Southern states.

McCormick broke into the news-gathering business as a copy boy on the Washington News, rose to the post of news editor, and then became a columnist. He joined Collier's Magazine as Washington correspondent and in 1943, joined NBC News. NBC sent him to the Pacific, where he covered that area in World War II. After the war, he returned to Washington as an NBC commentator, traveled to Germany to head the bureau at Bonn, and is now back on the capital beat.

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NBC-New York, 6/29/56

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COLOR TELEVISION NEWS

A SERVICE OF



NBC COLOR TELECAST SCHEDULE JULY 8-14

Sunday, July 8

5:00-5:30 p.m., EDT -- ZOO PARADE -- Repeat showing of African safari color film; today's episode is entitled "The Man-Eaters of Tsavo Forest."

Monday, July 9

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "Class of '58" by Louis Peterson, starring Dean Stockwell as an expelled college freshman.

Tuesday, July 10

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER will be preempted on this date by the NBC telecast of the All-Star Baseball Game, unless the contest is postponed because of rain. In that event, NBC MATINEE THEATER will present "Greybeards and Witches," starring Agnes Moorehead, which was first shown last May 1.

Wednesday, July 11

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "Marriage by the Millions" by George Lowther, story of a marriage counselor's marital woes.

9:00-10:00 p.m., EDT -- KRAFT TELEVISION THEATRE -- "The Long Arm," by Marjorie and George Faulkner.

(more)

2 - NBC Color Telecast Schedule

Thursday, July 12

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "Backfire" by Marc Brandel. An amateur criminologist applies his theories disastrously.

10:00-11:00 p.m., EDT -- LUX VIDEO THEATRE -- "Sting in the Tail" by Tom Purefoy.

Friday, July 13

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "The Bishop Misbehaves," by Frederick Jackson, adapted for television by Kay Arthur. A comedy about a bishop who proves to be a competent amateur sleuth.

* * *

THE FOLLOWING SHOWS WILL APPEAR ON WRCA-TV ONLY:

Monday	8:55- 9:00 a.m. -- WRCA-TV WINDOW.
	9:20- 9:40 a.m. -- JOSIE'S KITCHEN.
through.	9:55-10:00 a.m. -- WRCA-TV WINDOW.
	11:25-11:30 a.m. -- WRCA-TV WINDOW.
Friday	1:50- 2:00 p.m. -- JINX'S DIARY.
	11:10-11:15 p.m. -- TEX ANTOINE.

* * *

ADDITIONS TO JULY COLOR SCHEDULE

THE CHEVY SHOW will be telecast in color and in black and white on Tuesday, July 3 -- 8:00-9:00 p.m., EDT. Starring Gisele MacKenzie with Bobby Van, the Double Daters, the Ray Charles Orchestra and special guests Cornel Wilde and Phil Harris.

GOODYEAR PLAYHOUSE will be telecast in color and in black and white on Sunday, July 29 -- 9:00-10:00 p.m., EDT.

LUX VIDEO THEATRE will be telecast in color and black and white Thursdays, July 12, 19 and 26 -- 10:00-11:00 p.m., EDT.

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NBC-New York, 6/29/56



COLOR TELEVISION NEWS

A SERVICE OF



CREDITS FOR 'THE CHEVY SHOW' STARRING GISELE MacKENZIE ON NBC-TV

TIME: NBC-TV, Tuesday, July 3, 8-9 p.m.,
EDT, in color and black and white.

STAR: Gisele MacKenzie

SPECIAL GUEST STARS: Cornel Wilde and Phil Harris

CAST: Bobby Van, Double Daters; fencers
Janice Romary and Sewall Shurtz
of the 1956 U.S. Olympic team;
Ralph Faulkner, former Olympic
team fencer, and Saul Gorss, pro-
fessional fencer.

PRODUCER-DIRECTOR: Robert S. Finkel

WRITER: Herbert Baker

MUSICAL NUMBERS STAGED BY: Ernest Flatt

MUSIC DIRECTOR: Ray Charles with an NBC orchestra

MUSICAL ARRANGER: Vic Schoen

ANNOUNCER: Joel Aldred

SPONSOR: Chevrolet Motor Div., General
Motors Corp.

AGENCY: Campbell-Ewald Co.

ORIGINATION: NBC Studios, Color City, Burbank, Calif.

NBC PRESS REPRESENTATIVES: Al Cammann (New York); Norm Frisch
(Hollywood)

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NBC-New York, 6/29/56

JOHN RICH TO REPORT ON 'BUSINESS WORLD' IN NEW SERIES

John Rich, NBC commentator, will begin a week-day program titled BUSINESS WORLD Monday, July 2 (NBC Radio Network except WRCA, Mondays-through-Fridays, 5:35-5:45 p.m., EDT). He will report stock market news, Dow Jones averages, industrial news and business developments.

BILL CULLEN STEPS IN AS EMCEE-MODERATOR OF 'DOWN YOU GO'
ON NBC-TV WHILE DR. BERGEN EVANS VACATIONS

Bill Cullen, nationally known radio and television personality, takes over the role of emcee and moderator of NBC-TV's DOWN YOU GO program Saturday, June 30 (7:30 p.m., EDT). He will substitute for the vacationing Dr. Bergen Evans. This will be Dr. Evans' first vacation in five years. He will return to the show in the Fall.

Cullen is a veteran of both ends of TV panel show "give-and-take." He has been both quizmaster and panelist. He has emceed NBC Radio's "Walk a Mile" and NBC-TV's "Your Lucky Stars" shows. He has recently pinch-hit for Steve Allen on NBC-TV's "Tonight" program, and is currently host of WRCA's (New York) early morning radio series, "Pulse." Cullen has been a panelist on "I've Got a Secret" on another network.

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